

PRINTERS' INK.

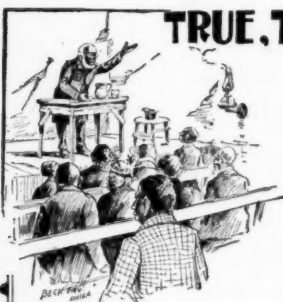
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXI.

NEW YORK, APRIL 4, 1900.

NO. 1.



TRUE, TRUE AS PREACHIN'

*"One day I dropped
in at your office to
verify what I had
read. It was true,
true as preachin'—
and you don't tell
half of it in Print-
ers' Ink."*

That was what an old Florida veteran wrote to THE RECORD quite recently. We never had but one text:

The Philadelphia RECORD and its great circulation

In MARCH the figures were (to a week ago to-day):

197,339 average Daily (25c. a line)

154,207 average Sunday (20c. a line)

And there is not an advertiser in THE PHILADELPHIA RECORD who does not believe that this paper has every bit of circulation it claims. **The results prove it.**

THE RECORD PUBLISHING CO., Philadelphia, Pa.



ARE YOU ONE

of the few prominent advertisers not
represented in the columns of the

St. Paul Globe

If you are why not let us give
you a few details in regard to our
field? There are 139,626 Demo-
crats in Minnesota and the *Globe*
is their only daily paper. The *Globe*
is the official organ of the Federa-
tion of Woman's Clubs. There
are 10,000 members of organized
labor in St. Paul and the *Globe*
operates the only daily union office.

The circulation exceeds

22,500 ¹⁸⁶⁷⁻⁶⁸ = 26,000
DAILY, OCT 1 1900 SUNDAY.

There are other facts we should
like to tell you. 19,000 thrifty
farmers are reached with the semi-
weekly *Globe*. You can get mail
orders from them for 70 cents an
inch for two insertions.

THE GLOBE CO., ST. PAUL, MINN.

Eastern Representative, *
CHAS. H. EDDY,
10 Spruce St.,
New York City.

Western Representatives,
WILLIAMS & LAWRENCE,
HARRY FRALICK, Mgr.,
87 Washington St., Chicago, Ill.

CHICAGO
OCT 1 1900
PUBLIC LIBRARY
PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXI.

NEW YORK, APRIL 4, 1900.

NO. I.

IN CENTRAL AND SOUTH AMERICA.

By Lewis Garrison.

I have just returned from a trip round the Pacific Ocean, across the Isthmus of Panama to New York. Newspapers, advertisers and mode of advertising in these different countries interested me. Spanish is the language spoken, and while I found some newspapers printed partly in English or French, Spanish papers were in the majority.

Mazatlan was the first port at which we stopped in Mexico. This is the largest city in Mexico on the Pacific Coast and contains about 80,000 inhabitants. I found one newspaper published in Mazatlan; if there are others they were not in evidence. I found Cyrus Noble Whisky advertised by large posters hung in hotels, bar rooms and other public places. They contained the pictures of a soldier boy and words printed in Spanish. The Smith Premier typewriter people sent a salesman down to these countries a time ago and everywhere I find (printed in English) their advertising literature. Mother Seigel Syrup, of London, is put before the people of these countries by little booklets, printed in a rough manner and containing interesting stories of people being snatched from the grave by this remedy. This, I think, does effective work among the slow moving Mexicans. My first sight of the booklets was in a barber shop, while the native barber was using it to clean his razor. Everywhere I saw the little tin signs in Spanish of the Singer Sewing Machine, telling that it was the best machine in the world. These sewing machines have a wonderful sale in Spanish America, a sewing machine in the home being a mark of wealth and

stability. In the smaller homes of the poorer classes I saw through the open doors a small hand sewing machine. The Eastman Kodak people are represented here and also Columbia Bicycles. Anheuser-Busch beer is for sale and I saw their advertising posters.

The Germans are represented in all these countries in great numbers. There is an enormous amount of German capital invested in both business and plantations. Nearly all of them talk four languages, English, German, French and Spanish. They make a great success in business for the reason that they bring the customs of their country with them. In the matter of credit they give retail merchants from four to six months, simply adding interest to the cost of goods. As their representative is on the ground a careful watch can be kept on the doings of firms. There are stores in these places with, principally German or French goods. Like in the States, many stores place goods in the small show-windows with price tickets on them. I found no other advertising done except large painted signs over the entrance to stores.

In Guatemala City, the capital of Guatemala, is a small, five-column daily paper, published half in English and half in Spanish. It contains telegraphic news, a few locals, and letters on different subjects addressed "To the Editor." There are no "sandwich men" nor any of the other signs of civilized life. The merchants do a certain amount of business and are satisfied. It is the old cry of everybody knowing them and that they do not need to advertise. In many of these cities, as in Guatemala, there are street cars, although small. They do not carry ads either inside or out. I should like to see the look of the good people

with their cars decorated like those of San Francisco. The people of these countries have fetes or religious feast days in which they gather in the towns from all around the country. In front of the great cathedrals the merchants open up business on these occasions in little spaces covered over with canvas. In Guatemala City there is also a publication in Spanish called *El Liberal*. It is an organ of the Government, but contains many advertisements.

Panama, on the Isthmus, is the most Americanized city in the south. There is a paper published daily and Sunday and called the *Star and Herald*, whose editor is J. Gabriel Duque. It is the size of the old fashioned blanket sheets and contains four pages. One whole side is printed in English, a half page is printed in French and the balance devoted to Spanish. The best thing of this paper is that it has no editorials or comments. It gives the telegraphic news and local events and when the late American papers arrive there are extracts from them of the latest news. All cable dispatches are received via Galveston and are very full, especially events like the Anglo-Boer war. The New York *Herald* correspondent furnishes this paper with news occasionally from South American points. In looking over the paper one sees the well-known plates of Cuticura, Ayer's Sarsaparilla, Scott's Emulsion, Pabst Beer, Montgomery Ward & Co., Hobbs Medicine Co., and an American doctor doing the blood and thunder advertising of traveling fellows of his ilk. The subscription price of the *Star and Herald* is \$2 per month and 10 cents per copy. Of course, this means money of the United States of Colombia, which is about a third of the value of American money. *El Mercurio* is a small paper published in Panama in the Spanish language solely.

At Colon is published the *Colon Telegram*, which contains only about two and a half columns of news. The rest of the four small pages is plate matter from the United States and advertisement electros. In many of these papers circulated

throughout Spanish America the ads of American advertisers are set in English—utterly valueless. Many of the ads so sent out in plates are not printed well and thus cannot be read even though a Spanish-speaking person should go to the trouble of having it translated.

In this part of the world the newspapers are restricted from publishing news of the Government, even though many of them are republics. The officials say this is necessary to keep lies about the Government free from circulation and thus rousing up the people. When a scrap of news is published it is always given "By Permission." There is no freedom of the press. When the Government of the United States of Colombia has announcements to make, resolutions, etc., it issues a "Boletin Oficial" as large as a one-sheet poster, and these are posted everywhere on the walls. In this manner the news of the revolution at present going on in Colombia is presented to the people.

I do not think Spanish America offers a lucrative field for the American advertiser. The people are so different from Americans. The language has to be studied as well as ways and customs. The countries are unstable in government and finance. Money fluctuates to an alarming extent. In Guatemala, for instance, for a \$5 gold piece you get \$33.75 of Guatemala paper money. This would put the price of a 50-cent article in the States at \$3.50 in Guatemala. In Mexico, Salvador, Honduras, Nicaragua, Costa Rica and Colombia, the exchange is from one to one and a half per cent; even at this rate it makes a 25-cent article worth 60 cents here. The people work for 50 cents to 80 cents per day of this cheap money. Thus the field is limited, even with the large population.

BENIGHTED MEXICO.

Mexico may be behind in some things, but she has some unique laws relating to patent medicines. Dr. Walker Ellis says that in Mexico if a baldheaded man buys a bottle of hair oil on which there is a label stating that the preparation will restore hair on a bald head, if it fails to accomplish the job he can have the seller arrested and thrown into jail.—*National Advertiser*.

RELIGIOUS ADVERTISING.

In view of the "advertising" that many churches are doing, and the approval such a course usually inspires, the following article from the *New York Evening Post* of February 17th, taking an opposite view, will prove interesting:

No one who watches the efforts, now so frequent, to apply "business methods" to the work of the church can fail to notice the striking limitations which some of these methods develop. Take, for example the matter of advertising. Everybody knows how much all forms of business owe to skillful advertisement. Stores of ingenuity and sums of money are expended, nowadays, after a good product has been turned out, in commending it to the public. The business man of the present day thinks it necessary to keep himself and wares constantly before the people, in order to do any business at all. This has become the characteristic method of business.

When we come to apply this advertising principle to the church, however, it speedily shows serious limitations. Not, of course, that the method has not been extensively tried. We are all familiar with the devices resorted to by the Salvation Army to attract popular attention, and although the application in this case is perhaps, an extreme one, it is, after all, only the application of a common secular practice to the salvation of souls. A great many churches, both metropolitan and rural, seem now to feel it necessary to come out and announce themselves and their advantages, in a more or less conspicuous way. They advertise their services at length in the newspapers, or on colored bulletins prominently displayed about the church building. Ministers vie with each other in the striking phraseology of their topics for discourse, and see to it that we know of them duly in advance. The musical programme becomes a sort of sacred concert—also duly heralded—in which cornet solos, violin obligatos and harp accompaniments take leading parts. There are popular lectures, and picnics, and excursions, and

shows, all adduced as proofs of the church's social activity and all widely advertised. In those churches which have sought particularly to reach "the masses" the advertising business has sometimes been carried to a point well fitted to arouse the envy of the proprietor of a bargain store. It is as though religion had become a commodity, to be spread abroad in the community by means of any device which would show the public what it was like and where it could be had.

Yet it still remains to show that resort to this wordly practice has contributed to the success of the church. Indeed, there is good reason for thinking that it has often distinctly injured the church. It may be "good business" in the popular phrase, but it is pretty certain, sooner or later, to strike thoughtful people as inappropriate. We cannot ignore a certain incongruity about it. The practical results, too, are disappointing. One but appeals to common observation in saying that, with scarcely an exception, the churches which have advertised themselves the most have accomplished, whether in the social or in the spiritual field, the least. Hardly one of them occupies, in any community, a position of the first importance. There may be crowded pews, large collections and the bustle and hum of great external activity, but the results, in the shape of tangible good accomplished, somehow fail to correspond. Of those who go to scoff a surprisingly small number remain to pray. Possibly we are too much bound by tradition in such matters. Possibly there is in the average man something of aristocratic or professional pride which makes the advertisement of religious things seem unfit. But, whatever the cause, experience has thus far failed to show that righteousness can be made to spread in the earth by the adoption of this kind of business device.

The reason is not, we think, far to seek. However successful the church has at any time been, it has always been in danger of forgetting that its power lies in its gentle persuasiveness, its ability

to win support by appeal to the hearts and minds of men. Whatever else religion may or may not be, the consensus of reverent opinion unquestionably is that it is not a commodity, to be hawked noisily about the streets, or thrust into men's faces at every turn. The acceptance of it is not to be urged in the same way that one is urged to buy a suit of clothes or a cheap book. Its appeal lies, rather, in the inherent attractiveness of the thing itself. Its success is in the soundness of the truth which it teaches. The process is, undoubtedly, a slow one. The sneer of the "practical man" and the desire to make a stir in the world will doubtless continue to urge ministers and churches to thrust themselves before the public eye, albeit with the sincere hope that thereby they may save some. But the great work of the church in the regeneration of men goes on now, as it has always, in a more dignified and unostentatious course.

Any one who thinks that, in religion, advertising "pays," cannot do better than to examine, in any community, the careers of churches which make the most of it. It will be pretty certain to appear, as the result of such inquiry, that, irrespective of form or creed, the spirit of the Lord is not in the wind, nor yet in the earthquake, nor yet in the fire, but in the still, small voice.

PASSING OF LOCAL WEEKLY.

The editor of a young daily paper in Massachusetts makes the following doleful prediction:

The weekly paper will soon become a thing of the past. Its days are numbered; just so surely as the stage coach was superseded by the railroad train, the weekly paper will be superseded by the daily. The time has passed when people are willing to wait a week for their local news. They now demand it daily, and fresh at that. Like the old stage coach, the weekly will be found for some time yet, back in the country, but there is no place for it in the larger communities. This the publishers recognize, and many of them have read the handwriting on the wall, and transformed their weeklies into dailies. Many publishers, however, through lack of enterprise, wait until it is too late, and then set up a cry when some one with a little energy starts up a daily under their noses, and act pretty much the way the old farmers did when they saw the first railroad train rushing across their lands.—*Michigan Bulletin*.

Success Succeeds Because it is Growth

We hear a little popular grumbling now and then concerning the ultra success of this or that big mercantile concern or enterprise, but the grand philosophy of such conscientious and far-sighted observers as Hon. Thomas B. Reed (see THE SATURDAY EVENING POST of February 10, article on Monopolies) recognizes no permanent menace in great business successes or large financial combinations, because of resistless natural laws which ever set things right.

The simple truth is that only what is best can long prevail; only what is really cheapest can drive other things out of the market and keep them out.

We are surrounded by growth, not by tyranny. The advertising medium producing paying results is one that grows, because of its editorial management rather than by premium schemes, and keeps its advertising columns clean.

THE CURTIS PUBLISHING CO.
PHILADELPHIA.

AN ADVISER OF PUBLISHERS.

In the *National Advertiser* of March 21st the following interesting epigrammatic statements are made by a writer who is so ashamed of his name that he calls himself "Adam Fakir." He calls it "Advice to Publishers":

If it will help your business to tell your circulation, tell it. If it will harm it, don't tell it.

Circulations go, by comparison.

But because it is to your interest to tell your circulation, is no reason why your neighbor should disclose his.

There are different ways of measuring advertising values.

For a paper that has circulation, circulation should be the standard of value. For one that hasn't circulation, then quality, standing and influence should be the standard.

Four-fifths of the advertisers in the country do not buy circulation, and of those that do, most of them won't pay for it.

Four-fifths of the papers do not sell circulation and wouldn't if they could.

Circulation does not govern price.

The circulations of ninety-nine papers in one hundred are discounted by the advertiser. If you prove to him you have more circulation than he credits you with, he will not pay more.

Even when you have circulation and are willing to tell it, half the advertisers won't listen to you, and the other half won't believe you.

As respects three-fourths of the papers in the country, better rates and more business can be secured where facts as to circulation are withheld.

The question is not whether the advertiser should know actual circulations, but whether it is to the interests of the papers to tell their circulations.

There are a dozen different kinds of circulation. There are even many kinds of net paid circulations.

There are many ways of showing and proving circulation. There are many ways of investigating circulations and many different kinds of men to do it.

Results and circulations do not go hand in hand.

If advertisers must know circulation, let them know it, but don't tell them.

If compelled to tell your circulation

in order to secure a contract, tell the truth and stick to it.

If the exact circulation of every paper in the country were truthfully known, advertising would not pay any better than it does now, and advertisers would not know any more about circulation than they do now.

The fact is the circulation of every paper in the country is truthfully known, but only to the publisher and to old man Rowell's confidential information bureau.

You can get more business by telling the truth about your competitor's circulation than by telling it about your own.

ONE VIEW.

In the last issue of some of the leading magazines appears an advertisement of a Cincinnati bath cabinet concern in which are reproduced the cuts shown in the advertisements of four other similar concerns. The words "Not ours" are under each of these four cuts and the purchaser is cautioned to beware of imitations and not to buy inferior cabinets at higher prices. The advertisement of one of the competitive concerns appears on the opposite page and contains the identical illustration reproduced in the ad referred to. We understand that at least two of these four advertisers whose products are thus directly attacked, have refused to pay for their advertisements in the mediums which have accepted the offensive ad. It is rather surprising to us that any publication should accept an advertisement which attempts to thus directly destroy the effects of a competitor's advertising. We doubt if such advertising reflects any credit upon the concern which uses it, but if advertisers will persist in adopting such methods the publisher should certainly protect his other customers by refusing to allow it to appear in his pages.—*Advertising Experience.*

MEDICAL SAMPLES.

Medical samples are of great help in making a remedy known. Their distribution inspires confidence, as people are led to believe that the manufacturers would not give samples away if they were not convinced of the beneficial effect of their remedies—but the safest way to reach those for whom such samples are intended is by mail.—*Mail Order Journal.*

Try a **"want"** ad in
THE
INDIANAPOLIS PRESS

PERRY LUKENS, JR., Eastern Representative,
29 Tribune Building, New York.

ADVERTISING MATTER IN PERSONAL LETTERS.

By Taylor Z. Richey.

It is often asserted that in order to obtain the best possible results, advertisers, in replying to correspondence, should include printed matter in each and every letter mailed, this printed matter to be descriptive of articles other than those concerning which specific inquiry is made. While this is generally admitted to be the "correct thing," it would seem that in some instances at least it is a very poor policy.

When a person makes inquiry about a certain article, usually he is interested in none but the article inquired for. A man enters a store to buy a pair of shoes. Suppose the salesman tried to sell this person half a dozen different articles before he showed him the only thing he really wanted—shoes. What effect do you think this would have on the salesman's chance to sell to this particular person? Undoubtedly it would lessen his chance of making a sale. No merchant would employ a salesman who practiced such methods; and yet when it comes to answering inquiries by mail, the advertiser is not content unless he gets his two cents' worth every time. A man writes to a mail-order house, asking specific questions concerning a certain article. In due time the reply comes. He tears off the end of the envelope and pulls out something. It proves to be a circular describing an article that does not interest him. He is annoyed. He tries again with the same result. He

may extract four or five circulars from the envelope before he reaches the personal communication, and by this time the annoyance occasioned by examining matter that does not interest him may have been sufficient to prejudice him against the advertiser.

There's a great deal said about concentration in advertising. What is said refers mostly to newspaper advertising, but it would seem that concentration in advertising should apply as strongly to "following up" replies. Whenever a person replies to newspaper advertising by asking for specific information the natural presumption is that when the information asked for is satisfactorily given a sale will result. This being true, the advertiser should concentrate all his efforts on selling the article about which inquiry is made, rather than scatter his fire by trying to sell a dozen articles that do not interest.

ONE MAN'S PLAIN.

An advertiser who has had some most discouraging experiences in trying to get good effects from his half-tones in magazines expressed the opinion the other day that unless publishers could devise some means for improving their press work so as to give better results from half-tone illustrations, many advertisers would stop spending money for expensive plates and adopt pure type advertisements. He said that the attractiveness of the advertising pages of the magazines depended upon the illustrations used by the advertisers, and if these illustrations were abandoned the advertising pages would become so unattractive that magazine readers would not give them the attention that they now receive, and as a consequence magazine advertising would become less profitable and would consequently be very much decreased, which would, of course, result in loss to the publisher.—*Advertising Experience.*

At this Office

10 Spruce St., New York,

The Geo. P. Rowell Advertising Agency keeps on file the leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

TRADE INTERESTS AND MANUFACTURES.

From a complete classification of all accorded a circulation in excess of 1,000, as shown in the American Newspaper Directory for March, 1900, PRINTERS' INK gives below the one or more publications of largest issue published in the interest of each trade or industry named, omitting such as have no representative accorded in actual figures, upon publishers' yearly statement, an average of 2,500 copies or more. Publications credited with a circulation of more than 1,000 are alone referred to.

BOOKS, NEWSPAPERS AND PERIODICALS.

The Washington (D. C.) *Pathfinder* leads, with average issue in 1899 of 27,007, and PRINTERS' INK's average for same time was 23,008. The New York *Bookman* reports an average of 17,687, and the *Typographical Journal*, semi-monthly, of Indianapolis, from an average in 1898 of 19,605 gets an estimate exceeding 12,500 in 1899.

BREWING, BOTTLING, LIQUORS AND WINE.

The San Francisco *Hotel Gazette*, weekly average issue 5,200, appears to lead in circulation. The New York *American Carbonator's* monthly average in 1898 was 2,000.

BRICK, CLAY AND STONE.

The Boston *Brickbuilder's* monthly average of 5,300 in 1898 seems to place it in the lead, but its 1899 estimate only exceeds 2,250.

BUILDING LOAN.

The Chicago *American Building Association News*, monthly, reports an actual average issue in 1899 of 42,000 and the Cincinnati *American Building Association News*, which appears to have never furnished a satisfactory circulation report, gets credit for an estimated issue exceeding 7,500.

CARRIAGES.

The New York *Blacksmith and Wheelwright's* monthly average in 1899 was 8,666 and the Philadelphia *Varnish's* in 1898 was 4,000. The Cincinnati *Spokesman* appears now entitled to second place from circulation standpoint.

CLOTHING, FURNISHING GOODS,

TAILORING AND LADIES' WEAR.

The New York *Sartorial Art*

Journal, monthly, with average in 1899 of 10,245, comes first and then the Chicago *Western Miller*, monthly, with 6,308. Next in order is New York *American Tailor and Cutter*, monthly, 6,183; *American Clothier*, monthly, 5,787, and Chicago *Storey's Quarterly*, 3,500.

COAL, GAS AND PETROLEUM.

Chicago *Black Diamond*, weekly, with an average issue of 6,802 in 1899, comes first in order, and then New York *Water and Gas Review*, monthly, with 4,000 average in 1898—estimated to exceed 2,250 in 1899.

COMMERCE AND FINANCE.

PRINTERS' INK is inclined to believe that daily newspapers have encroached largely upon this field and that its class journals, so called, become of less importance year by year. Four, however, get credit for actual average issues of 10,000 or more copies. They are New York *Mercantile Advertiser*, monthly, average issue of 11,916 in 1899; *Money*, monthly, 20,000 for year ending in April, 1898, estimate exceeds 12,500 in 1899; Cincinnati *Southern Trade Record*, bi-weekly, 23,690 for year ending October, 1899, and New York *Liebers' Manual*, quarterly, 25,000 in 1899.

The *American Banker*, weekly, of New York, should be mentioned because of its superior merits coupled with an average issue in 1898 of 9,188, estimated issue in 1899 still exceeds 7,500; *El Comercio*, monthly, New York, reported an average in 1899 of 6,333, and Cincinnati *National Industrial Review* an average of 5,000. *Modern Mexico*, monthly, of St. Louis, had an average issue in 1899 of 9,166.

CULINARY AND CATERING.

The Boston *Cooking School Magazine*, bi-monthly, leads, with an average of 14,083 in 1899, and Philadelphia *Table Talk*, monthly, comes next, with an estimated issue in 1899 exceeding 12,500, although it has furnished no statement in detail for the past ten years, a fact that should satisfy carping critics that the Directory editor can at times accord very liberal figures on small provocation.

DETECTIVE AND POLICE SERVICE.

The Indianapolis *National Detective*, monthly, from 5,000 in 1894 showed a steady growth to 13,229 in 1898 and gets exceeding 7,500 in 1899. The Chicago *Detective's* monthly average in 1898 was 5,191, with exceeding 4,000 in 1899.

DISTRIBUTING.

The Philadelphia *Sun*, monthly, has not been heard from intelligibly since 1897, when it reported an average of 31,405. Its estimated issue in 1899 exceeds 17,500, which is probably liberal if not excessive.

DRUGS, CHEMICALS, PHARMACY, ETC.

Two publications only get credit for issues of over 10,000 copies. The Philadelphia *National Barber and Druggists' Gazette*, monthly, in its dual relationship, leads, with an average of 24,458 for year ending October, 1899. The Detroit *Retail Druggist*, monthly, from 11,333 in 1897 rose to an average of 17,425 in 1898 and goes down to exceeding 12,500 in 1899. The New York *Practical Druggist*, monthly, reported an average of 12,833 in 1897, but there has been a failure since to furnish information; perhaps the present estimate—exceeding 7,500—may, under the circumstances, be too high. The Chicago *Western Druggist*, monthly, is a similar case. Its last report was 12,705 in 1897 and its present estimate exceeds 7,500. The New York *Pharmaceutical Era*, weekly, probably has the lead in pharmacy, although it appears to have never made for the Directory a circulation report. Reviewing the best obtainable information since 1894, it may be entitled to the estimated rating last accorded in 1899, exceeding 4,000. The St. Louis *National Druggist*, monthly, showed an average of 7,550 in 1899 and the Philadelphia *Retrospect of Medicine* an average of 5,000.

DRY GOODS, FANCY GOODS, NOTIONS, ETC.

The New York *Dry Goods Economist*, weekly, reported its smallest edition in 1898 as 7,600, and if this holds good for 1899 it seems entitled to largest issue in this class.

ELECTRICITY.

The New York *American Electrician*, monthly, leads with an average of 14,750 for year ending June, 1899, and the San Francisco *Mining and Engineering Review's* monthly average in 1899 was 4,333—an increase from 2,008 in 1898.

ENGINEERING AND MINING.

This list includes publications of more than ordinary merit. In circulation Chicago *National Engineer*, monthly, had an average in 1899 of 19,472. Perhaps New York *Power*, monthly, which reported an average in 1898 of 28,855, should come next; its 1899 estimate exceeds 20,000. Then follows the New York *Steam Engineering*, monthly, with an average during 1899 exceeding 17,500. *Locomotive Engineering*, monthly, New York, gets credit for an estimated issue in 1899 exceeding 17,500, but as the actual average in 1896 was less than 23,000 and there has since been a failure to report, perhaps the present figures ought to be reduced. Mention should be made of San Francisco *Mining and Engineering Review*, monthly, with average of 4,333 in 1899; Chicago *Black Diamond*, weekly, 6,802 in 1899; New York *Engineering News*, weekly, with 8,270 for year ending October, 1899, and Scranton (Pa.) *Mines and Minerals*, monthly, average 8,030.

EXPORTING.

El Comercio, monthly, New York, reports an average in 1899 of 6,333.

FAIRS AND EXPOSITIONS.

The Cincinnati *Bill Board*, monthly, for year ending June, 1899, reported average issue of 10,308.

FASHIONS.

Most publications in this class are noticeable for receiving what appears to be a high estimated circulation rating and for a pretty general failure to furnish statements of actual average issues. Possibly the former accounts for the latter. *Popular Fashions*, monthly, New York, shows an average during 1899 of 257,961. The writer does not remember ever having seen a copy of it. The New York *Delineator*, monthly, reported its smallest issue in 1894 at 500,000

and has seemed content with these figures ever since, but great changes take place in even less than six years. It is now rated "A"—exceeding 75,000. Strange to say, the impression prevails that it still sells a quarter of a million copies or even more. *Gentlewoman*, monthly, New York, gets an estimated issue exceeding 40,000. It also has sometimes been said to print half a million copies. *Harper's Bazar*, *American Queen* and *Woman at Home*, all New York, are rated C—estimated to exceed 20,000. Not one of the lot furnishes a late report and some in the lot have never furnished one. *Elite Styles*, New York, shows an average of 47,166 during 1899. In the Directory page of explanations of symbols is given the mark ! !, which is said to indicate that the advertiser should make himself well acquainted with the merits of the paper so marked before consenting to pay money for its advertising space. Perhaps no class of papers merits this mark as a class so much as the fashion papers.

FURNITURE, CARPETS, UPHOLSTERY AND CABINET MAKING.

The *St. Louis Furniture News* appears, from an average of 4,000 in 1899, entitled to stand first in circulation.

GROCERIES, CONFECTIONERY, PROVISIONS AND SEA FOOD.

The *Butchers' and Packers' Magazine* of St. Louis, already mentioned in previous lists, again appears with estimated issue of 40,000 or more, and the *Kansas City Packer* is next in order, with exceeding 17,500. Perhaps the *Grocery World* of Philadelphia may be named as the leading grocers' journal from an average of 8,856 in 1897 and estimate exceeding 4,000 in 1899. The *Philadelphia Confectioners' Journal's* average in 1899 was 5,066.

HARDWARE, CROCKERY, GLASSWARE AND HOUSEFURNISHING.

The *Hardware Dealers' Magazine*, New York, for 1899, shows an average of 11,036. *Farm Implement News*, weekly, Chicago, reported 10,356 in 1898 and gets exceeding 7,500 in 1899.

HATS, CAPS AND FUR.

The *New York American Hat-*

ter's monthly average in 1898 was 2,460, in 1899 its estimate exceeds 1,000. The *New York Clothier and Furnisher*, monthly, from an average of 3,584 in 1896, has gone down to exceeding 2,250 in 1899.

HOTELS.

The *San Francisco Hotel Gazette*, weekly, with average issue of 5,200 in 1899, appears to lead.

INSURANCE.

The *Lincoln (Neb.) Mutual Insurance Journal*, monthly, from an average of 1,850 in 1896 has reached 20,458 for year ending October, 1899. The *Columbus (Ohio) American Insurance Journal's* monthly average in 1899 was 7,433.

INVENTIONS AND PATENTS.

Baltimore Patent Record, monthly, for year ending March, 1899, showed an average issue of 47,916. The *New York Scientific American* must, however, as stated under previous division, be considered an important factor in this class, although there appears no likelihood that its publishers will ever make known its exact circulation. Meanwhile the estimated issue remains at exceeding 20,000.

JEWELRY, WATCHMAKING AND OPTICS.

The *Philadelphia Keystone*, monthly, reported an average of 12,500 in 1897. It looks like a prosperous journal, probably entitled to present estimate exceeding 7,500. Perhaps the *Chicago American Jeweler*, which shows an up-to-date average of 5,000, is entitled to first rank.

LAUNDRYING.

Both the *Chicago Laundry Journal*, semi-monthly, and *Cincinnati Starch Room*, monthly, get cred't for estimated issues exceeding 2,250; these figures are probably about right.

LEATHER, BOOTS AND SHOES, TRUNKS, ETC.

The *Chicago National Harness Review*, monthly, leads, with an average issue in 1899 of 6,080; the *New York Shoe Retailer*, monthly, follows close behind with 6,000; then comes the *St. Paul Northwestern Shoe and Leather Journal*, monthly, 5,612, and last, but by no means least, the *New York Shoe and Leather Reporter*, weekly, with 4,200. This paper is perhaps

better known than any other of its class and carries most weight.

LUMBER.

The New York *Lumber Trade Journal*, semi-monthly, reports an average of 2,103 during 1899, and the Chicago *Hardwood Record*, bi-weekly, 2,435 during same period. But the *Radford Review*, monthly, of Chicago, which reported an average in 1898 of 8,700 copies and exceeds 4,000 in 1899, appears to lead in circulation.

MARITIME.

The New York *Rudder's* monthly average in 1899 was 11,458, an increase from 4,000 in 1895, and *Marine Engineering's* monthly average in 1899 was 5,583; the Cleveland (O.) *Marine Record*, weekly, in 1898 and 1899 asserted its issues to have been not less than 6,500, but the accuracy of these figures has been questioned by persons who claim to have facilities for knowing the facts.

MERCANTILE AND MANUFACTURING.

Three publications in this class get credit for actual issues of 10,000 or more copies. To the Detroit *Bookkeeper*, as already noted, is given an estimated rating based on publisher's report which exceeds 40,000 and seems too high. The *Mercantile Adjuster*, monthly, of New York, for year ending November, 1899, showed an average of 11,916—an increase from 7,875 in 1895, and the Chicago *Associated Merchants' Journal*, monthly, an average in 1899 of 11,666.

METALS, MECHANICS, IMPLEMENTS AND MACHINERY.

The *Scientific American*, estimated issue exceeding 20,000, probably stands at the head, although *Science and Industry*, monthly, of Scranton, Pa., shows for year ending February, 1900, an average of 20,833. New York *American Machinist*, weekly, reported an average of 12,827 in 1897. It probably stands as high to-day, but there is no late report from it. The 1899 estimate is exceeding 7,500. No one questions that the *Iron Age* and *Metal Worker* are two of the very best publications to be found in any of the classified lists. They show every mark of prosperity, are edited and published with ability, but from an examination of the Directory it appears that dur-

ing the six years last past an estimated rating has been uniformly given because of an apparent impossibility of securing a publisher's statement of issues in detail. It is a fact that true records of the sales of the best papers among class journals make a poor showing beside the inflated sample copy editions of competitors not so well established, and this explains the dignified silence which papers like the *Scientific American*, *Iron Age* and others maintain to all inquiries put forth by the Directory editor. Their course makes his duty harder and does not help the paper.

MILLING.

The Minneapolis (Minn.) *Northwestern Miller's* weekly average for year ending October 13, 1899, was 4,630. This is a "gilt-edged" publication. The Nashville (Tenn.) *Dixie Miller's* monthly 1899 average was 3,250.

PAPER, PRINTING, BOOKMAKING, ETC.

The Indianapolis (Ind.) *Typographical Journal*, semi-monthly, again appears in this list, with its average of 19,605 in 1898 and exceeding 12,500 in 1899. The Chicago *Inland Printer*, monthly, is an excellent specimen of good typography and press work, but leaves us to guess at its actual issue ever since 1895, when it was stated to be not less than 10,500. The 1899 estimate exceeds 4,000. It is too handsome to print a large edition, but is head and shoulders above any and every similar publication now appearing or that ever has appeared.

PHONOGRAPHY AND TYPEWRITING.

The Cincinnati *Phonographic Magazine's* monthly average for year ending October, 1899, was 7,666, and the New York *Typewriter*, monthly, gets credit for an issue exceeding 7,500. There seems to be no definite report from it for the past two years and perhaps the present estimate requires revision and division.

PHOTOGRAPHY.

The Milwaukee *Paine's Photographic Magazine*, monthly, leads from an average issue in 1899 of 10,000. The Buffalo *Professional and Amateur Photographer*, monthly, follows, with an average of 5,308.

PLUMBING.

The New York *Plumbers' Trade Journal*, semi-monthly, leads, from an average report of 14,875 in 1898 and an estimate in 1899 that exceeds 7,500.

POSTAL.

The Washington (D. C.) *Postal Record*, monthly, reported an average of 12,750 in 1897 and 14,125 in 1899.

RAILROADS.

The New York *Locomotive Engineer*, already referred to, takes the lead and next is the New York *Engineering News and American Railway Journal*, weekly, with an average of 8,270 for year ending October, 1899. No other paper in this class gets credit for 4,000 copies.

REAL ESTATE AND IMMIGRATION.

The Chicago *Der Auswanderer*, monthly, was believed entitled to an estimated issue in 1898 of 12,500 or more, but failure to obtain later information or a recent copy of the paper indicates that it may not now be published. The Greenridge (Mo.) *National Land List*, monthly, reported an average of 8,666 in 1899; the Providence (R. I.) *Real Estate Register*, weekly, 2,615, and the Minneapolis *Northwestern Land Guide*, 3,166.

SEWING MACHINES.

The New York *Sewing Machine Times*, semi-monthly, gets credit for exceeding 2,250 copies.

STREET RAILWAYS.

The New York *Street Railway Journal's* monthly average for past three years has exceeded 4,000, but in 1899 the rating was reduced to exceeding 2,250.

TELEGRAPHY.

The New York *Journal of the Telegraph*, monthly, has always been an exceptionally good publication, but has made no statement of circulation since 1894, when the issue was said to be not less than 22,800. Its estimated rating in 1899 exceeded 12,500.

TOBACCO.

The Louisville (Ky.) *Wced*, weekly, appears to have double the circulation of any other paper in this class—average during 1899, 5,122.

TRANSPORTATION AND TRAVELING.

The San Francisco *Traveler*,

monthly, reported an average for 1899 of 9,917.

UNDERTAKING, CEMETERIES, ETC.

The Chicago *Western Undertaker*, monthly, reports an average for 1898 of 4,212 copies, but gets an estimate in 1899 exceeding 2,250, while the Rochester *Casket's* issue is estimated at 4,000 or more.

MISCELLANEOUS INDUSTRIES.

The Madison (Wis.) *American Thresherman's* monthly average for year ending October, 1899, was 44,250, as reported in the December issue of the Directory, but the March issue omits this rating and substitutes in 1899 B, or exceeding 40,000. Such an edition for a paper of this name would indicate that when Mr. Loud gets his new sample copy law adopted by Congress these figures will fall materially. The Waterloo (Iowa) *Egg Reporter's* monthly average for 1899 was 22,586.

ORNITHOLOGY AND OOL-
OGY.

The March, 1900, American Newspaper Directory credits four publications devoted to Ornithology and Oology with average issues of more than 1,000 copies. The Chicago *Birds and All Nature*, monthly, very handsome in appearance, reported an average edition in 1898 of 25,833, but the 1899 estimate only exceeds 17,500. The Albion (N. Y.) *Oologist's* monthly smallest issue in 1898 was 1,000, and the Englewood (N. J.) *Bird Lore*, bi-monthly, reported an average of 3,166 in 1899.

SANITATION AND HY-
GIENE.

In the March issue of the American Newspaper Directory for 1900 three journals devoted to Sanitation and Hygiene get credit for actual average issues of more than ten thousand copies. They are Athol (Mass.) *Healthy Home*, monthly, average for year ending October, 1899, 15,407; New York *Health Culture*, monthly, average issue for 1899, 11,500; and *Public Health Journal*, monthly, no report, estimate exceeds 12,500.

FOREIGN LANGUAGES.

PRINTERS' INK ventured the assertion some time since that papers published in foreign languages, in the United States, were not as prosperous or as freely supported as in years gone by. This assertion seems to rest upon a pretty solid foundation. Immigrants, from social and business relations, soon become familiar with the English, and just as they press towards naturalization they seem to acquire the habit of reading newspapers in our own vernacular. The leading representatives of each foreign nationality, from a circulation standpoint, as reported in the American Newspaper Directory for March, 1900, are mentioned in the list which follows:

BOHEMIAN.

In Chicago the *Svornost* reported for first six months of 1897 an average for daily of 16,514 copies, Sunday, 18,665 and semi-weekly, 30,729. In the absence of later statistics and a knowledge of the tendency to decrease mentioned above, the editions are at present estimated—daily exceeding 4,000, Sunday exceeding 7,500, and semi-weekly exceeding 12,500. The Milwaukee *Domacnost's* weekly 1899 average was 6,788.

CROATIAN.

The Croatian dialect is a Slavonic branch of Aryan languages. Its representative is the Chicago (Ill.) *Sloboda*, weekly, which showed an average in 1898 of 11,321 and gets credit for exceeding 7,500 in 1899.

FINNISH.

The Ashtabula (Ohio) *American Sanomat*, weekly, for 1899 showed an average of 4,945—quite an advance over previous years. It has first place in this class.

FRENCH.

Outside Canada the daily accorded largest circulation is Worcester (Mass.) *L'Opinion Publique*—average of 7,073 in 1899; next the Fall River (Mass.) *L'Independant*, average 3,390 for year ending October, 1899. The New Orleans *L'Abeille* has an estimated issue exceeding 2,250, and the New York *Courrier des Etats-Unis* exceeding 1,000, but both are unusually good dailies, valued

perhaps more for character of readers than for number of copies printed. *L'Abeille* in 1896 claimed not less than 12,000. In 1897 the estimated rating—to exceed 4,000—was doubted and has since remained at 2,250 or more, to which the publisher objects, but appears unwilling to convey information sufficiently definite to warrant a higher rating. The *Courrier* seems to have failed persistently in making a circulation report of any kind during the past six years at any rate; but PRINTERS' INK believes both these papers might, if so inclined, show a larger issue than they get credit for. There is no weekly credited with so much as 5,000 copies. In Montreal *La Presse* probably prints many more copies than all the other French dailies combined. It supplies yearly statements for both daily and weekly with regularity and promptitude. Its daily average for year ending September, 1899, was 66,022 and weekly 31,319. But one Canadian daily has half so large an issue as is enjoyed by *La Presse*. *La Presse*, weekly, shows an average for 1899 of 31,319 copies. *La Patrie* reported a daily average in 1898 of 19,091, and its weekly (called *Le Cultivateur*) for year ending November, 1898, showed an average of 25,844. No later report has been furnished. The 1899 estimate is—daily, exceeding 17,500, weekly, exceeding 20,000. *La Samedi*, weekly, from 6,815 in 1895, showed an average for 1899 of 14,575. *Le Journal d'Agriculture Illustre*, semi-monthly, showed an average issue during 1898 of 53,000 and gets credit for exceeding 20,000 in 1899. In the city of Quebec *L'Evenement*, daily, appears to furnish reports with some regularity and a constant and persistent failure to present necessary facts. Its estimated issue for some years exceeds 7,500.

GERMAN.

Among German dailies and weeklies claiming largest circulation there is a noticeable failure in furnishing necessary facts to substantiate accurate ratings and a consequent frequency of letter ratings which appears to sustain the PRINTERS' INK theory of gradual

declension. No paper that desires to have advertisers know its actual issue is ever rated by the letter in the Directory save by an occasional oversight; a letter rating, therefore, may be taken as prima facie evidence of a desire on the part of the publisher of the paper to conceal his actual issues.

Of the German dailies, the Philadelphia *Tageblatt*, with a daily average for year ending September, 1899, of 45,815 and Sunday average of 46,170, appears to be in the lead. The *Gazette*, morning and evening, reported 45,900 in 1898 and in 1899 the estimate exceeds 40,000. Each of the following dailies, from a failure to furnish late statistics of actual issues, is rated "C"—estimated to exceed 20,000; Chicago *Abend Post*, no definite report since 1896; New York *Das Morgen Journal* perhaps too low, but publisher gives no information; *Staats-Zeitung*, the best and most influential German daily in America, but appears to have never made a report of actual issues; New York *Zeitung*, morning, *Herold*, evening, and *Revue*, Sunday; Philadelphia *Demokrat*, no accurate report since 1895 for daily or Sunday, and Milwaukee (Wis.) *Germania* *Abend-Post*, which showed an average in 1898 of 20,129 and 20,098 for Sunday. There is some reason for supposing the daily issue of New York *Das Morgen Journal* may be more than 50,000 copies daily. It is an offshoot of the *Morning Journal*, and Mr. Hearst is reticent about giving careful figures for his New York issues, although his San Francisco *Examiner* has long been careful to give the sort of facts that are so persistently withheld by the New York enterprise.

Among weeklies there is a gratifying record from Lincoln (Neb.) *Freie Presse* of 7,063 in 1896; 27,549 in 1897; 75,646 in 1898, and for year ending October, 1899, 88,196. The Lincoln (Neb.) *Deutscher Amerikanischer Farmer*, from 65,376 in 1898, reports an average for year ending October, 1899, of 83,152; Milwaukee *Germania* gets a "C" estimate—exceeding 20,000, and *Der Haus und Bauern Freund* a "B" estimate—exceeding 40,000,

which from a long continued absence of information seems likely to be quite high enough. In St. Louis *Der Herold des Glaubens* (Roman Catholic) reported an average for 1899 of 32,277—a slight increase from previous years.

There is a bi-weekly in St. Louis—*Die Abend Schule*—which reported 29,500 in 1895, 38,654 in 1896, 41,346 in 1897 and 45,846 in 1898—a good record, but it ends over a year ago. Perhaps exceeding 40,000 may be still deserved.

St. Paul (Minn.) *Volkszeitung's* weekly average in 1899 was 25,582, and Winona (Minn.) *Herold*, weekly, 21,499, Sunday, 22,629. No other German newspaper gets credit for so many as 20,000 copies.

GREEK.

New York *Atlantis*, a weekly, printed in Greek, appears to be thought entitled to an estimated regular issue of more than 1,000 copies.

HEBREW.

Six Hebrew papers get credit for average issues of more than 10,000—all in New York City. The *Jewish Daily News* leads, with an average of 32,914 during 1899, and its weekly—called *Jewish Gazette*—has an estimated rating in excess of 12,500—no report in detail since 1897. The *Jewish Herald*, daily, reported an average in 1898 of 27,687 and weekly—called *Volks-Advocate*—23,000. The daily and weekly estimates for 1899 exceed 20,000. *Das Abend-Blatt*, daily, in 1898 had an average of 11,539; Sunday, 12,220, but in 1899 they get only exceeding 7,500 each.

HOLLANDISH.

Orange City (Iowa) *De Heidenwereld*, monthly, for year ending June, 1899, reported average of 5,000. *De Grondwet*, weekly, Holland, Mich., makes no statement, but seems entitled to an issue of 2,250 or more.

HUNGARIAN.

The Cleveland (Ohio) *Szabad-sag's* weekly average for year ending April, 1899, was 5,975. No other Hungarian paper gets credit for an issue of 1,000.

ITALIAN.

The Chicago *L'Italia*, weekly, from an average of 21,332 reported in 1897, gets an 1899 estimate exceeding 17,500. There is some reason for believing, however,

that a report in detail might place it as high as in 1897. New York *L'Araldo Italiano*, daily and Sunday, gets by courtesy of the Directory editor an estimated issue of 4,000 or more in 1899; this is a reduced estimate from 1898. The Philadelphia *La Voce della Colonia*, weekly, reports an average of 5,126 in 1899, and *Il Vesuvio*, weekly, from 8,957 in 1898 is estimated to exceed 7,500 in 1899.

LATIN.

The Philadelphia *Praeco Latinus*, a monthly, gets credit for an issue that by estimate exceeds 1,000 copies. A thousand is a good many.

LITHUANIAN.

The Chicago *Lietuva*, weekly, from 4,366 in 1897 is estimated to exceed 2,250 in 1899.

NORWEGIAN-DANISH.

Seven newspapers in this class get credit for actual average issues of over 10,000 copies. The largest daily, Sunday and semi-weekly issues are represented by the three editions of Chicago *Skandinaven*—average in 1898, daily, 17,526; Sunday, 17,278, and semi-weekly, 44,468, but in the absence of a later report, the estimated 1899 rating gives daily and Sunday exceeding 12,500 and semi-weekly exceeding 20,000. The Decorah (Iowa) *Decorah-Posten* gets credit for largest weekly average—36,144 for year ending February, 1899, and the Minneapolis *Tidende*, weekly, seems to come next, with 27,053 in 1898 and estimated at exceeding 20,000 in 1899. The Omaha *Den Danske Pioneer*, from an average of 24,186 in 1897, is accorded an estimate in 1899 exceeding 17,500. The Cedar Rapids (Iowa) *Kvinden og Hjemmet*, monthly, appears entitled to an estimate exceeding 12,500.

POLISH.

One daily, the Chicago *Dziennik Chicagoski*, gets credit for an average in 1898 of 7,760 and an 1899 estimate exceeding 4,000, but the daily *Kurier Polski* of Milwaukee shows an average in 1899 of 4,358, thus placing it at the head of all dailies and all weeklies excepting the Chicago *Zgoda* and New York *Kurier Nowojorski*, which seems to entitle each to exceeding 7,500, although neither

has made a late report. No other Polish paper gets credit for so many as 5,000 copies.

PORTUGUESE.

The New Bedford (Mass.) *O Correio Portuguez* is the sole representative, with an estimated issue exceeding 1,000 copies.

SLAVONIC.

The Pittsburg *Amerikansko Slovenske Noviny*, weekly, from an average of 11,500 in 1895, gets down to exceeding 4,000 in 1899, and no other is believed to issue so many copies.

SPANISH.

From the new Puerto Rico possessions comes the San Juan *La Correspondencia*, with a daily estimate exceeding 4,000, but we should know more details of our new proteges before speaking with authority. In St. Louis *Modern Mexico*, monthly, reported an average in 1899 of 9,166, and *El Comercio*, New York, 6,333.

SWEDISH.

Seven Swedish papers get credit for average issues of more than 10,000 copies. In Minneapolis the *Svenska Amerikanska Posten's* average in 1899 was 36,435, an increase from 34,013 in 1898. In Chicago the *Svenska Tribunen* appears entitled to an estimated issue exceeding 17,500, although there is no record of a detailed statement in years. The *Humoristen*, *Missions-Wannen* and *Svenska Amerikanaren*, in the absence of a late report, are accorded the estimated letter rating "E"—indicating issues exceeding 12,500. A review of their previous record appears to warrant these figures. The *Fosterlandet* shows an actual average for year ending May, 1899, of 16,044. The St. Paul *Stats Tidning's* average in 1899 was 10,252. All the above are issued weekly. Mention should be made of New York *Nordstjernan*, weekly, average issue for year ending June, 1899, 7,858.

WELSH.

The Utica (N.Y.) *Y Drych*, weekly, dates back to 1851 and was accorded in 1895 an issue of not less than 10,000 copies. The estimated output in 1899 exceeds 4,000. In Oshkosh (Wis.) the monthly *Lamp*, from 1,450 in 1897, reported an average of 1,800 in 1899.

SECRET SOCIETIES AND LABOR ORGANIZATIONS.

From a complete classified list of mediums with a circulation of over 1,000 in the American Newspaper Directory for March, 1900, PRINTERS' INK gives below the one or more leading publications, from a circulation standpoint, published in the interest of each society or organization named, omitting, however, such as have no representative accorded in actual figures, upon publisher's yearly statement, an average issue of at least 2,500. Publications credited with a circulation of more than 1,000 are alone referred to.

ANCIENT ORDER OF FORESTERS.

The San Francisco *Foresters' Advocate*, monthly, from an average issue in 1898 of 1,500, reports 7,976 in 1899.

ANCIENT ORDER OF UNITED WORKMEN

The one paper of largest circulation is found in Orillia, Ont.—the *Canadian Workman*, monthly; its average in 1899 was 39,628, against 33,489 in 1897. Next in order comes the Minneapolis (Kans.) *Kansas Workman*, with an average in 1899 of 36,071, and then the Ripley (N. Y.) *Empire State Workman*, with 30,750. The San Francisco *A. O. U. W.*, monthly, with an average of 21,875 in 1898, in the absence of a new report, gets credit for an issue of exceeding 20,000 in 1899. Mention should be made of Pekin (Ill.) *Anchor and Shield*, average of 18,050 in 1899, and St. Paul *A. O. U. W. Guide*, weekly, with average of 17,220.

RAILWAY EMPLOYEES.

The Peoria (Ill.) *Locomotive Fireman's Magazine*, monthly, leads, with an average in 1899 of 38,807, and perhaps Cedar Rapids (Iowa) *Railway Conductor* comes next, with 24,033. Cleveland (O.) *Railroad Trainmen's Journal*, monthly, from 23,625 in 1896, gets, in absence of later reports, exceeding 17,500 in 1899. The Cleveland *Brotherhood of Locomotive Engineers' Journal* has also an estimated issue exceeding 17,500 and the Newark (N. J.) *Railroad Employee* an average of 7,585.

LABOR.

In the interests of labor gener-

ally there is a daily in New York, *Das Abend-Blatt* (also Jewish), with a recorded average in 1898 of 11,539 and a present estimated issue exceeding 7,500. The largest circulation is given to Indianapolis *United Mine Workers' Journal*, weekly, upon an average in 1899 of 13,600. Mention should be made of Boston *Granite Cutters' Journal*, monthly, 7,000; St. Paul (Minn.) *Union Advocate*, 5,501; Cleveland *Barbers' Journal*, 6,042, and Pittsburg *Labor World*, 8,253, all reporting above average issues for 1899.

AMERICAN LEGION OF HONOR.

The Boston *American Legion of Honor Journal*, monthly, is the only representative. Its rating has varied from 18,730 in 1892, when last regular report was furnished, to exceeding 7,500 in 1899.

FREE MASONS.

Only one publication devoted to Masonry is credited with an issue of 10,000—the San Francisco *Trestle Board Magazine*, monthly. Its average in 1899 was 14,224. Detroit Tyler appears entitled to exceeding 4,000 and the following are rated in exact figures: Rome (Ga.) *Masonic Herald*, 2,100; New York *Masonic Standard*, 3,109; Philadelphia *Keystone*, 1,850.

IMPROVED ORDER OF RED MEN.

The Cleveland (Ohio) *Buckeye Trail*, monthly, asserted in 1899 that no issue that year was less than 3,800.

INDEPENDENT ORDER OF FORESTERS.

The leading representative of this class hails from Canada—the Toronto *Independent Forester*, with a monthly average for year ending September, 1899, of 155,500. The Chicago *Independent Forester* reported a monthly average of 17,827 in 1896, but in later years has proved no claim to so large an issue. The estimated output now exceeds 12,500.

KNIGHTS AND LADIES OF MACCABEE.

The Ann Arbor (Mich.) *Lady Maccabee*, monthly, had an average of 49,490 in 1899; the Port Huron *Bee Hive*, monthly, gets credit for exceeding 40,000 and the *Ladies' Review* exceeding 20,000. The latter's average in 1898 was 32,133.

KNIGHTS OF HONOR.

The Indianapolis *Chronicle*,

monthly, has never furnished a full year's circulation report in detail, but seems to have shown evidence of an increase from exceeding 7,500 in 1896 to exceeding 20,000 in 1898. It is put down as exceeding 17,500 in 1899. The *Boston Knights of Honor Reporter*, monthly, from a smallest issue of 40,000 in 1894, has by estimated reports gone down to exceeding 12,500 in 1899.

KNIGHTS OF PYTHIAS.

Perhaps the Columbus (Ohio) *Knight*, monthly, leads with an estimated issue exceeding 7,500. The Minneapolis (Kans.) *Sprig of Myrtle*, monthly, shows an average issue of 4,580 in 1899, which was less than its output in previous years. The Atlanta (Ga.) *Pythian Lodge Secret*, monthly, shows an average for year ending June, 1899, of 2,858. The Waco (Tex.) *Texas Pythian Knight* reports an average in 1899 of 3,500.

ODD FELLOWS.

The St. Paul (Minn.) *Odd Fellows' Review*, monthly, from 15,500 in 1895, was estimated to exceed 12,500 in 1896, 20,000 in 1897 and 17,500 in 1898. It reports an average in 1899 of 21,666. The Topeka (Kans.) *Western Odd Fellow*, semi-monthly, reports with commendable regularity; its average for year ending October, 1899, was 5,634. The Chicago (Ill.) *Odd Fellows'* average in 1899 was 2,791; Indianapolis *Odd Fellows' Talisman*'s 7,500; Minneapolis *National Rebekah's*, 8,750 and Omaha *Fraternal Review's* 2,816.

ROYAL ARCANUM.

The Oak Park (Ill.) *Royal Arcanum Record*, monthly, leads, with an estimated issue exceeding 7,500. The Wooster (Ohio) *Royal Arcanum Journal*, monthly, reported an average of 7,541 in 1896 and has since remained silent. The Directory editor has not been able to obtain even a late copy of this paper—possibly it has gone under. The Babylon (N. Y.) *Arcanum News*, monthly, had an average issue in 1899 of 2,333.

WOODMEN.

The Lincoln (Neb.) *Modern Woodman*, monthly, reports an average for year ending September, 1899, of 399,253. The Den-

ver (Col.) *Pacific Woodman*, monthly, from 7,000 in 1894 went up to an average of 29,666 in 1897. This appears to have been a high-water mark and perhaps a death blow, for it has not been possible to obtain a late copy or get a late report. In view of these facts it is rather difficult to understand upon what the present estimate, exceeding 17,500, is based. The Dallas (Oregon) *Oregon Woodman's* average was 3,000 in 1899.

MISCELLANEOUS SOCIETIES.

The papers catalogued under this definition, accorded in actual figures an up-to-date circulation rating in excess of 20,000 and not elsewhere referred to, are as follows: Crawfordsville (Ind.) *Chariot*, quarterly (Tribe of Ben Hur), 25,833; Tipton (Iowa) *Modern Brotherhood*, monthly, 26,166; Lawrence (Kans.) *Fraternal Aid*, monthly, 23,437; New York *Chosen Friend*, monthly, 38,500; *World Wide Missions*, monthly, 188,100.

ANARCHISM, COMMUNISM AND SOCIALISM.

This euphonious combination is represented in the American Newspaper Directory for March, 1900, by twelve newspapers, each credited with an issue of more than 1,000 copies. Among four dailies the New York *Das Abend-Blatt* seems to lead, with an average for 1898 of 11,539 and an estimated issue in 1899 exceeding 7,500, and among four weeklies the New York *People* stands first, showing an average in 1899 of 18,644. The St. Louis *Altruist's* monthly average in 1899 was 10,000.

SOCIAL GAMES.

It appears from the American Newspaper Directory, March, 1900, issue, that the Milwaukee (Wis.) *Whist*, a very handsome monthly, printed no edition of less than 5,000 copies in 1898 and its average in 1899 was 8,333. The Philadelphia *Whist Opinion*, weekly, for year ending August, 1899, reported an average of 2,540. The New York *American Chess Magazine*, monthly, gets an estimated issue exceeding 1,000.

HOUSEHOLD PUBLICATIONS

In the March issue of the American Newspaper Directory for 1900 fifty-five publications, devoted largely to household topics, are credited with actual average issues of more than 1,000 and appear to have a combined issue of over four million copies. This is exceptionally high, but the list includes newspapers and magazines of the largest circulations now or at any previous time recorded. A review of the more important may be of interest.

The Philadelphia *Ladies' Home Journal* is better known throughout the country than was Bonner's New York *Ledger* thirty years ago. This is saying a great deal. It has achieved success through literary merit, good business management and liberal advertising, and from every standpoint is entitled to rank as a strictly first-class publication. It is so cosmopolitan that hardly any one can fail to find something of interest in every number. From 1894 there was a steady increase in the *Journal's* issue to 709,166 in 1896. It is to be regretted that the record does not keep on up to date; for in the absence of a later report the Directory can only now accord it the highest letter rating obtainable, which indicates exceeding 75,000 copies. Doubtless the issue is still in excess of half a million copies.

The Augusta (Me.) *Comfort*, selling for twenty-five cents a year, is of a very different class from the *Ladies' Home Journal* and caters to quite another constituency. The publisher's detailed statements on file give *Comfort's* actual average issue for 1895 as 1,227,567 and for 1896 as 1,253,617. This is the largest issue ever accorded to any one paper since the Directory was established. There has been an apparent intentional failure to report later figures from *Comfort's* headquarters and possibly a revision if now made would be remarkable by way of contrast. It has a present letter rating A, the highest that can be given in the absence of a statement from the publisher. Possibly the pendency of the Loud Bill to regulate the postage on

second-class matter may be a sufficient reason for temporarily keeping silent about the actual size of this great subscription list.

The New York *Ladies' World*, with a subscription price of forty cents a year, upon detailed statements regularly furnished, has risen from an average of 389,333 in 1895 to 446,000 in 1899. This paper shows a very clean record as to circulation statements and their accuracy is believed to be unquestioned on any side.

From Springfield, Ohio, the *Woman's Home Companion* exhibits a regularly increasing issue by accurate reports filed each year in the Directory office up to and including 1898. Its average was then 313,000. There was no report for 1899.

The *Agricultural Epitomist* of Indianapolis shows an actual average issue in 1899 of 204,166.

The Boston *Household* was established over thirty years ago in Brattleboro, Vermont, and has ever maintained a high position from both a literary and circulation standpoint. Carefully preserved records show an issue in 1894 of 89,250, which has increased regularly to 102,479 in 1899.

The Augusta (Me.) *American Woman* for year ending March, 1898, is credited from detailed report with an average of 316,666. An incomplete statement in 1899 necessitates dropping its record for that year to the letter A rating—exceeding 75,000.

The Chicago *Household Guest* showed an average of 250,000 in 1896 and 273,160 in 1897. No satisfactory report has since been received and it is now rated as exceeding 1,000. This is without doubt a grievous error on the part of the Directory, for the advertising agents say it is still the best paying paper of its class, and the publishers of the paper are known to claim for it a regular issue of more than half a million copies.

The publications above named include all in this class that appear with some certainty entitled to a present issue of more than 100,000.

The publications whose names here follow are rated "A," or estimated to exceed 75,000. Washington (D. C.) *Home Magazine*—

no report since 1897. Its average was then 154,123. Louisville (Ky.) *Home and Farm*, average in 1898, 85,168; Boston (Mass.) *Columbian* reported in 1897 average of 208,000; Minneapolis (Minn.) *Housekeeper's* lowest issue in 1898 was said to be 127,500. The capacity of low-priced publications of this class for falling from a hundred thousand one year to one-tenth of that number the next or to cease to appear is a thing which has often caused an advertiser to wonder whether he had value received for money paid to such for space in their columns.

There still remain the following monthlies accorded a definite circulation rating of over 25,000 in figures from late reports on file in the Directory office: Springfield (Mass.) *Good Housekeeping*, 25,000; St. Louis *Woman's Farm Journal*, 66,250; *Word and Works*, 30,962; New York *Success*, 73,289; Syracuse (N. Y.) *American Home Maker*, 33,750.

The Philadelphia *Household Journal's* average for 1896 is followed by #, indicating that the figures have been questioned. In 1898 the thrice repeating of this sign also indicates that the Directory publishers offered to verify the figures, but the response "was not such as to remove the impression of doubt cast upon it," and in 1899 there was no further solution of the difficulty.

Mention should be made of the five monthlies not referred to above accorded in the March Directory the estimated circulation letter B—exceeding 40,000. They are Chicago *Conkey's Home Journal*, average of 65,916 in 1898; *Home Forum*, no report since 1895; Boston *Modern Priscilla*, 56,727 in 1898; *Woman's Home Journal*, 73,421 in 1897; and New York *Gentlewoman*, rating varied from exceeding 20,000 in 1892 to exceeding 7,500 in 1895-6, up to exceeding 75,000 in 1897-8 and down to exceeding 40,000 in 1899—indicative of a rather checkered career, suggesting, perhaps, the celebrated story of the monkey and the parrot.

Of the fifty-five publications referred to as in this class, forty-nine are issued monthly.

TEMPERANCE AND PROHIBITION.

In the March issue of the American Newspaper Directory for 1900 seven papers devoted to temperance get credit for actual average issues of more than five thousand copies. They are Chicago and exceeding 17,500 in 1899; (Ill.) *New Voice and Chicago Lever*, weekly, rating varied from exceeding 12,500 in 1891 to exceeding 4,000 from 1895 to 1898 and exceeding 17,500 in 1899; *Union Signal*, weekly, gives no definite circulation figures; estimated issue varied from exceeding 75,000 in 1891 to exceeding 17,500 in 1899. St. Paul (Minn.) *Back Bone*, monthly, reports circulation regularly—from 10,666 in 1897 to 12,666 in 1899; Ocean Grove (N. J.) *Editor*, monthly, reported an average of 12,500 for 1898; estimated issue in 1899 exceeds 7,500. Buffalo (N. Y.) *Royal Templar*, monthly, not less than 14,000 in 1895; actual average in 1899, 20,000. Lockport (N. Y.) *Woman's Temperance Work*, monthly, average in 1899, 5,591. Hamilton (Ont.) *Royal Templar Advocate*, monthly, actual average 1898, 18,008; 1899 estimate exceeds 12,500.

Mention should be made of the following, each of which has made a report by the year, showing an average of more than 3,000: New York *National Advocate*, monthly, 4,125; Milwaukee (Wis.) *International Good Templar*, monthly, 3,600.

IRRIGATION.

The March issue of the American Newspaper Directory for 1900 credits three publications devoted to irrigation with actual average issues of over 1,000 copies. The Denver (Colo.) *Irrigation Era*, monthly, reported 7,500 in 1898 and gets credit for exceeding 4,000 in 1899; the Chicago *Irrigation Age*, monthly, from an average of 5,083 in 1898 goes to an estimated issue of 2,250 or more in 1899, and the Brownwood (Tex.) *Stock Farm and Irrigation*, weekly, shows an average of 1,183 during same period.

HISTORY AND BIOGRAPHY.

In the March issue of the American Newspaper Directory for 1900 five publications devoted to history and biography get credit for actual average issues of more than 1,000 copies. Rochester (N. Y.) *Current History Review* leads, with an average in 1899 of 16,770. Boston *Current History*, quarterly (all others are monthly), comes next, with an average in 1898 of 14,750 and an estimate in 1899 exceeding 12,500. New York *Spirit* of '76 shows an average of 3,500 for a year ending June, 1899.

 AGRICULTURAL PUBLICATIONS.

There are many yet unwilling to be called "old men" who remember when the *American Agriculturist*, then a monthly under Orange Judd's management, the *Rural New Yorker*, owned and controlled by the kindly D. D. T. Moore in Rochester, the Albany *Country Gentleman*—"Luther Tucker's paper," and Eaton's *New England Farmer* in Boston, with a very few others, were about all the agricultural journals supposed to have anything like a general circulation. But the era of progress, accompanied by low prices, has changed all this. Without doubt there are now three and perhaps four mediums of this class which print more copies per issue than all the oldtime papers combined ever thought of claiming. In opposition to the former subscription prices of \$2 or more, the cost by the year for those most prosperous is now no more than fifty cents.

In the March issue of the American Newspaper Directory for 1900 four Agricultural publications are accorded in exact figures, taken from publishers' detailed reports on file in the Directory office, an average up-to-date circulation of more than 100,000 copies, viz.: Philadelphia *Farm Journal*, monthly, 392,489—a steady increase from 250,000 in 1895; Springfield (Mass.) *Farm and Home*, semi-monthly, 311,813—an increase from 251,116 in 1894; Indianapolis *Agricultural Epitomist*,

monthly, 204,166 and Montreal (P. Q.) *Family Herald and Weekly Star*, 104,294. The subscription price of the three first named is fifty cents and of the *Herald* one dollar a year.

Three others are recorded, from like detailed statements, an average of more than 75,000 copies, viz.: Cleveland (Ohio) *Farmer*, 92,243—one of the best agricultural weeklies ever published; Lincoln (Neb.) *Deutscher Amerikanischer Farmer*, weekly, 83,152—an increase from 65,376 in 1898, and Indianapolis *Up-to-Date Farming and Gardening*, monthly, 75,000. The Louisville (Ky.) *Home and Farm*, semi-monthly, from an average of 85,168 in 1898, is believed entitled to exceeding 75,000 in 1899. The New York *Metropolitan and Rural Home*, monthly, a combination journal in the interest of agriculture and patent medicine, with a decided leaning toward the latter, reported an average of 500,000 in 1896, and for the first six months in 1897, 501,981. Information conveyed from the office of this paper in 1898 was incomplete and unsatisfactory and in 1899 there was a failure to report. These shortcomings point to an apparent lowering of circulation and perhaps cast doubt even upon the latest estimate—exceeding 75,000. It is attempting to deal with the circulation of this sort of journal that turns the hair of the Directory editor prematurely gray. The Springfield (Ohio) *Farm and Fireside*, semi-monthly, from an average of 281,900 in 1895 increased to 323,025 in 1898. There has unfortunately been no later report. It would be interesting to know this paper's exact issue in 1899.

There are seven others, from publishers' reports accorded, in exact figures, over 40,000, viz.: New York *American Agriculturist*, weekly, 73,328 (established as a monthly in 1842); Fayetteville (N. Y.) *Farmers' Institute Bulletin*, monthly, 60,000; St. Louis *Woman's Farm Journal*, monthly, 66,250—an increase from 23,250 in 1895; Chicago *Orange Judd Farmer*, weekly (Western edition of *American Agriculturist*), 57,489;

Kansas City *Journal and Agriculturist* (weekly edition of *Daily Journal*), 54,071—a healthy increase from 33,369 in 1898; Minneapolis *Farm, Stock and Home*, semi-monthly, 43,916; *Northwestern Agriculturist*, semi-monthly, 40,250. There are two others which have furnished occasional statements in the past six years, but are more noticeable for a failure in this respect. Each is now accorded the letter rating B—estimated to exceed 40,000, viz.: Springfield (Ohio) *Farm News*, monthly, average for first six months of 1897, 80,000—the Directory editor from its present estimated "B" rating intimates that the issue is now probably more than 40,000; the Milwaukee *Der Haus und Bauernfreund*, weekly, has furnished no report in detail since 1894 and the "B" rating, which means more than 40,000 copies, may require revision in a downward scale.

The following publications, from late reports on file, get credit for actual average issues of over 20,000 copies, viz.: Springfield (Ill.) *Farmer and Breeder*, monthly, 20,150; Des Moines (Iowa) *Farmers' Tribune*, weekly, 21,226; *Homestead*, weekly, 39,442; Springfield (Mass.) *New England Homestead*, weekly, 37,074; St. Paul (Minn.) *Farmer*, semi-monthly, 38,385; Racine (Wis.) *Agriculturist*, weekly, 23,888.

There still remain three papers accorded an estimated issue of more than 20,000, but none of the three has furnished a late report and all appear unwilling to do so. They are Chicago *Western Plowman*, Philadelphia *Market Basket*, weekly, and Montreal *Le Journal d'Agriculture*, semi-monthly.

From the publications named above, PRINTERS' INK notes how generally and with what regularity reports of average issues in detail are received at the Directory office.

It would be instructive to proceed with this review, mentioning the many agricultural papers of less than 20,000 circulation and more than ordinary merit which make it a practice to report issues by the year so as to establish their actual average output in exact fig-

ures, but the object has been gained if it causes those interested to go on from this point with a personal inspection of the Directory pages.

ARCHITECTURE, CONTRACTING AND BUILDING.

The March, 1900, American Newspaper Directory catalogues only two publications in above interests, with an average issue of over 5,000. Knoxville (Tenn.) *American Homes*, monthly, leads in circulation, with an average for 1899 of 11,333, and *Keith's Home Builder*, monthly, Minneapolis, comes next, with 7,500. *Carpentry and Building*, monthly, New York, from an actual issue of 20,000 in 1891 now gets an estimate exceeding 4,000. This is perhaps the best paper of its class ever published in North America, and a report, if obtainable, might show even a larger present issue than was accorded in 1891. The Boston *Brickbuilder*, monthly, reported an average in 1898 of 5,300, but in 1899 gets exceeding 2,250. For technical information and practical ideas in architecture the Boston *American Architect*, weekly, is said to have no superior. Perhaps its merits are better understood and more widely known than is indicated by the estimated issue accorded in the Directory of exceeding 1,000. A thousand is a large number.

ART, DECORATING AND FURNISHING.

The March, 1900, American Newspaper Directory discovers but two publications in above interests apparently entitled to average issues of 10,000 or more copies—both are monthlies in New York City—the *Art Amateur* and the *Art Interchange*. Neither has, so far as records extend, made a report of circulation for the Directory and it is doubtful if either deserves so high an estimated issue as exceeding 12,500, with which they are now credited. *Great Pictures* of Chicago had a monthly average in 1899 of 5,625, and *International Studio*, New York, 5,000.

EDUCATIONAL PUBLICATIONS.

In the March issue of the American Newspaper Directory for 1900 ninety-eight educational periodicals get credit for actual average issues of more than 1,000 and a combined circulation of about one million copies. Who can doubt that they are rated, as to circulation, quite as high as they should be? Fourteen are rated above 20,000: The St. Louis (Mo.) *American Journal of Education*, monthly, 23,750 in 1899; *School and Home*, monthly, 52,400 in 1898. Its present issue is thought to be scarcely one-tenth as much, exceeding 4,000 is the Directory estimate; Buffalo (N. Y.) *Educator*, monthly, 22,268 for year ending May, 1898, exceeding 20,000 in 1899; Dansville (N. Y.) *Normal Instructor*, monthly, 100,000 for 1899—highest rating in this class; New York *School*, weekly, 23,444 for year ending August, 1899; *Our Times*, semi-monthly, 42,227 for year ending October, 1898, exceeding 20,000 in 1899; *Humane Alliance*, monthly, exceeding 20,000; *Primary School*, monthly, 21,900 for year ending November, 1898, exceeding 20,000 in 1899; *Teachers' Institute*, monthly, 39,500 for year ending November, 1898, exceeding 20,000 in 1899; Cincinnati (Ohio) *National Humane Educator*, monthly, 21,633 in 1898, exceeding 20,000 in 1899; Edinboro (Pa.) *Educational Independent*, weekly, 28,517 for year ending June 3, 1899.

In Boston the *Popular Educator*, reported smallest issue in 1894 60,000, appeared contented with an estimate which exceeded 40,000 in the two following years and has furnished no evidence that the estimate, exceeding 20,000 in 1898, is not high enough. *Primary Education's* monthly average in 1896 was 40,600, but there has since been an apparent and regular withholding of information, resulting in a present estimate exceeding 20,000. The Detroit *Bookkeeper*, monthly, varied from 14,000 in 1891 to actual average 17,262 in 1897. An unsatisfactory report caused an estimate exceed-

ing 12,500 in 1898, but for some reason the Directory editor places the estimated issue during 1899 at exceeding 40,000. This seems improbable, although the editor of the Directory usually has good reasons for making a change of this sort. Investigation shows that the editor has a signed statement from the publisher of the *Bookkeeper* asserting that his issues of each of the first ten months of 1899 were from 45,000 to 50,000. Further investigation uncovers another statement in the same handwriting claiming no more than half as large an issue; probably the (!!) mark should be added to this rating. It is explained to mean that the general advertiser ought to investigate its circulation before consenting to advertise in the publication so marked.

The Akron (Ohio) *Self Culture*, monthly, is more literary than educational in character, but an excellent publication however classed. In 1896 its average issue was 71,833. There has been no later report furnished with the requisite attention to detail, and indications point to a falling off. The present estimated issue exceeds 20,000. The *American School Board Journal* of Milwaukee, Wis., reported an average for year ending September, 1898, of 43,508. This is accompanied by the parallels (##), indicating that "the accuracy of the rating has been questioned by one or more persons who claim to have facilities for knowing the facts, and it is feared that the doubts expressed do rest upon a substantial foundation." For 1899 there appears in the March, 1900, Directory an estimated rating exceeding 4,000, with interrogation (??) and exclamation (!!) points. The use of exclamation points is explained above and the interrogation points are mainly applied in cases "where a publisher expresses himself as dissatisfied with the rating accorded, but seems unwilling to convey information that will warrant a higher rating." The Directory appears to have discharged its full duty in connection with the *American School Board Journal*.

MUSIC, DRAMA, DANCING.

Under this triple classification the American Newspaper Directory for March, 1900, presents rather an imposing list of fairly interesting publications. Music naturally leads, the drama comes in second and dancing has but a single representative. Most musical journals devote space to dramatic news and dramatic journals show an interest in things appertaining to music. In the list under consideration *Etude*, a Philadelphia monthly, is to be commended for regularly sending detailed statements of actual issues year by year. From 17,500 in 1895 it has risen steadily to an average in 1899 of 40,250 copies. *Ev'ry Month* of New York reported an average of 81,299 in 1897, but has done no reporting since. It would seem probable that the 1899 estimate of exceeding 40,000 is too high. *Leisure Hours* of Philadelphia showed an average of 69,250 in 1896 and has made no showing since. The Directory seems unwilling to repeat in 1899 the estimate of 1898, which was exceeding 20,000, and places the estimated issue at exceeding 17,500. The Dayton (Ohio) *Choir Leader* reported an average of 14,230 for year ending January, 1898, and its estimate for 1899 exceeds 7,500. The *Musician* of Philadelphia for year ending September, 1899, reported an average of 13,688. The Chicago *Echo*, monthly, has varied from an estimated 17,500 in 1891 to 12,500 in 1899.

Of the more strictly dramatic journals mention should be made of the New York *Dramatic Mirror*, weekly. Its last report seems to have been for 1891 and its then edition was 22,000; estimated issue in 1899 exceeds 7,500. The *Dramatic News and Times* has rather a complex record, viz.: Circulation rating varied from 22,000 in 1894 to X in 1895. (A paper to which the X rating is applied is generally one that, in the opinion of the editor of the Directory, is liable to cost an advertiser more for a service it can render than would be required to obtain a similar benefit from some other publication.) In 1896, X. Actual average for 1897, 23,590 # (this sign means

the accuracy of rating has been questioned). In 1898 ### (indicates that Directory editor offered to verify circulation rating if publisher of paper would agree, the verification to be without cost. Response to this offer was not such as to entirely remove the impression of doubt cast on the rating). Actual average for 1899, 26,599 #. No other papers in above class are accorded an issue of 10,000 or more. *Music Trades* of New York, weekly, reported an average for year ending October, 1899, of 6,781—an increase from 4,168 in 1895.

The New York *Clipper* may be noted as a dramatic journal of great value. Its publisher is so old-fashioned as not to believe in the advisability of telling his circulation and was so fortunate in more youthful years to have gained for his paper a reputation and influence that will continue to keep it in the front rank so long as the memory of its early excellence remains.

Two Steps of Buffalo is a "professional journal on dancing," but is backward in reporting circulation. No issue less than 5,000 in 1895 is its nearest attempt to an up-to-date statement. The 1899 estimate exceeds 4,000.

DENTAL JOURNALS.

Six Dental journals, all monthly but one, get credit for actual average issues of more than 1,000 copies in the American Newspaper Directory for March, 1900. The New York *Items of Interest* appears to have the lead in circulation. From an average of 9,020 in 1895 it increased to 14,021 in 1897; there was a withholding of information, in 1898; still it appeared to warrant the latter estimate then given—exceeding 12,500, but the 1899 estimate only exceeds 7,500, which is a great many. In Chicago the *Dental Digest's* average for year ending November, 1899, was 5,166. The Philadelphia *Dental Cosmos* had an average in 1896 of 9,454, but there has since been a failure to report definitely and the present estimate exceeds 4,000; to the *Dental Brief* is accorded a like estimate.

A COMMUNITY NEWSPAPER.

82 Ashland Place,
BROOKLYN, N. Y., Mar. 16, 1900

Editor of PRINTERS' INK:

Rev. Chas. M. Sheldon's efforts to edit and publish the Topeka *Capital* for a week, experimentally, in behalf of church and state, recalls to mind an interesting lecture delivered at the Philadelphia Academy of Music in 1883 by Mr. L. Lum Smith. Mr. Smith declared that the power of the daily press was too great to be trusted to the responsibility of single individual ownership; that the press had never been controlled unselfishly as it should be in behalf of humanity; but that, at the birth of community journalism, it would be. He believed the time would come when the merchants of each city and town, and the most liberal advertisers and taxpayers would combine to publish, control, direct and give away an almost perfect daily newspaper; that the withdrawal of their advertisements from all other papers would cause the suspension of the daily of to-day. In this way, only one daily (with English and German editions) would be needed in a city—the distribution being thorough, complete and free to every home; that all advertising would naturally gravitate to such a gigantic daily and that every reader thereof would feel disposed to deal with those merchants identified with clean journalism, clean politics, public good and public needs; that the policy of the paper would be to give offense to none of its readers, the purchasers of the necessities and luxuries advertised by the merchants in control of this great community journal; that what so many editors and publishers, as single individuals, had accomplished in daily journalism, could be better executed by a local combination of stanch, shrewd, princely merchant advertisers, employing the best editors, best reporters, best printers, etc.; that good citizens generally would applaud and encourage such an enterprise; that the merchant owners would get their advertising, large or small, at the first cost; become leaders in all reforms, political, moral, social, etc., without other expense than their proportionate share of supporting the journal, which would be far less than the amounts they now pay for their advertisements without reaping any of the advantages of journal owners. And then, after all, through the profits from other advertisements, there might be an annual rebate sufficient to clear them from all expense and perhaps leave a handsome net profit. It was further suggested that in case the merchants failed to combine in this matter the churches might take up the idea. It will be seen, therefore, that the Rev. Mr. Sheldon, author of "In His Steps," is not the originator of community journalism; that it was promulgated by Lum Smith in 1883; and whatever may result from the seed, it is only fair that the name of the original advocate of the idea should be known.

EMERSON BENNETT.

THE only advertising rule that is applicable to all cases is, use your own common sense and judgment.—*Advisor*.

ABOUT LETTERS.

Office of
"MEN OF LETTERS,"
NEW YORK, March 22, 1900.

Editor of PRINTERS' INK:

A communication recently in several journals devoted to the interests of advertisers, to the effect that "Advertisers' letters sold to brokers are sometimes rented to as many as one hundred different parties" is too absurd to let travel without contradiction. Each party renting letters holds them in his possession scarcely less than thirty, sometimes ninety, days; besides, as letters are usually sent by freight, long delays in transit must be added. If one hundred different parties successively rented any one lot of letters and there would occur not one minute's delay, the letters would be one hundred months (8 1/3 years) older by the time they reached the one hundredth renter than they were when the broker bought them. No one will rent letters over two or three years old and can get letters whenever they want only one year old.

Another prejudice permit us to combat. It is erroneously supposed that letters belonging to a letter broker are "peppered" more than are those belonging to any one advertiser. Now, the advertiser having only one lot of his own letters to offer, gives such close attention every day, week and month to one lot of letters, accepting in payment either cash or advertising, that the broker "isn't in it" with him. The broker rents only for cash and, as in our case, having nearly one thousand different lots of letters, aggregating nearly twelve million letters and over three hundred different classes of letters, it is utterly impossible for us to focus our attention upon any one lot of letters. Often letters we buy are never rented at all, others once, none ever more than six times within a year, and we have only one lot of letters that has been rented as many as eight times.

MEN OF LETTERS.
Lum Smith.

ASK US SIMPLER QUESTIONS.

ITHACA, N. Y., March 27, 1900.

Editor of PRINTERS' INK:

We inclose herewith a page from the *New York Mail and Express* under date of February 24th, showing a large Hyomei advertisement which we ordered inserted on that date. It seems to us a strange coincidence that two competitive advertisements for colds should contain an uplifted warning right arm in the same issue of same paper and on same page. The perplexing question arises, will the public be more attracted towards investigating the two ads because of their similarity, or will the similarity be noticed only by an advertising man?

Yours truly,
C. W. WURSTER & Co.

Use common words. Many liberal purchasers of the necessities and luxuries of life have never included a big dictionary in either list.—*New England Grocer*.

BE sure that you fulfill your advertised promise as the readers understand it.—*Pacific Coast Advertising*.

MUSIC, DRAMA, DANCING.

Under this triple classification the American Newspaper Directory for March, 1900, presents rather an imposing list of fairly interesting publications. Music naturally leads, the drama comes in second and dancing has but a single representative. Most musical journals devote space to dramatic news and dramatic journals show an interest in things appertaining to music. In the list under consideration *Etude*, a Philadelphia monthly, is to be commended for regularly sending detailed statements of actual issues year by year. From 17,500 in 1895 it has risen steadily to an average in 1899 of 40,250 copies. *Ev'ry Month* of New York reported an average of 81,299 in 1897, but has done no reporting since. It would seem probable that the 1899 estimate of exceeding 40,000 is too high. *Leisure Hours* of Philadelphia showed an average of 69,250 in 1896 and has made no showing since. The Directory seems unwilling to repeat in 1899 the estimate of 1898, which was exceeding 20,000, and places the estimated issue at exceeding 17,500. The Dayton (Ohio) *Choir Leader* reported an average of 14,230 for year ending January, 1898, and its estimate for 1899 exceeds 7,500. The *Musician* of Philadelphia for year ending September, 1899, reported an average of 13,688. The Chicago *Echo*, monthly, has varied from an estimated 17,500 in 1891 to 12,500 in 1899.

Of the more strictly dramatic journals mention should be made of the New York *Dramatic Mirror*, weekly. Its last report seems to have been for 1891 and its then edition was 22,000; estimated issue in 1899 exceeds 7,500. The *Dramatic News and Times* has rather a complex record, viz.: Circulation rating varied from 22,000 in 1894 to X in 1895. (A paper to which the X rating is applied is generally one that, in the opinion of the editor of the Directory, is liable to cost an advertiser more for a service it can render than would be required to obtain a similar benefit from some other publication.) In 1896, X. Actual average for 1897, 23,590 # (this sign means

the accuracy of rating has been questioned). In 1898 ### (indicates that Directory editor offered to verify circulation rating if publisher of paper would agree, the verification to be without cost. Response to this offer was not such as to entirely remove the impression of doubt cast on the rating). Actual average for 1899, 26,599 #. No other papers in above class are accorded an issue of 10,000 or more. *Music Trades* of New York, weekly, reported an average for year ending October, 1899, of 6,781—an increase from 4,168 in 1895.

The New York *Clipper* may be noted as a dramatic journal of great value. Its publisher is so old-fashioned as not to believe in the advisability of telling his circulation and was so fortunate in more youthful years to have gained for his paper a reputation and influence that will continue to keep it in the front rank so long as the memory of its early excellence remains.

Two Steps of Buffalo is a "professional journal on dancing," but is backward in reporting circulation. No issue less than 5,000 in 1895 is its nearest attempt to an up-to-date statement. The 1899 estimate exceeds 4,000.

DENTAL JOURNALS.

Six Dental journals, all monthly but one, get credit for actual average issues of more than 1,000 copies in the American Newspaper Directory for March, 1900. The New York *Items of Interest* appears to have the lead in circulation. From an average of 9,020 in 1895 it increased to 14,021 in 1897; there was a withholding of information, in 1898; still it appeared to warrant the latter estimate then given—exceeding 12,500, but the 1899 estimate only exceeds 7,500, which is a great many. In Chicago the *Dental Digest's* average for year ending November, 1899, was 5,166. The Philadelphia *Dental Cosmos* had an average in 1896 of 9,454, but there has since been a failure to report definitely and the present estimate exceeds 4,000; to the *Dental Brief* is accorded a like estimate.

A COMMUNITY NEWSPAPER.

82 Ashland Place,
BROOKLYN, N. Y., Mar. 16, 1900
Editor of PRINTERS' INK:

Rev. Chas. M. Sheldon's efforts to edit and publish the *Topeka Capital* for a week, experimentally, in behalf of church and state, recalls to mind an interesting lecture delivered at the Philadelphia Academy of Music in 1883 by Mr. L. Lum Smith. Mr. Smith declared that the power of the daily press was too great to be trusted to the responsibility of single individual ownership; that the press had never been controlled unselfishly as it should be in behalf of humanity; but that, at the birth of community journalism, it would be. He believed the time would come when the merchants of each city and town, and the most liberal advertisers and taxpayers would combine to publish, control, direct and give away an almost perfect daily newspaper; that the withdrawal of their advertisements from all other papers would cause the suspension of the daily of to-day. In this way, only one daily (with English and German editions) would be needed in a city—the distribution being thorough, complete and free to every home; that all advertising would naturally gravitate to such a gigantic daily and that every reader thereof would feel disposed to deal with those merchants identified with clean journalism, clean politics, public good and public needs; that the policy of the paper would be to give offense to none of its readers, the purchasers of the necessities and luxuries advertised by the merchants in control of this great community journal; that what so many editors and publishers, as single individuals, had accomplished in daily journalism, could be better executed by a local combination of stanch, shrewd, princely merchant advertisers, employing the best editors, best reporters, best printers, etc.; that good citizens generally would applaud and encourage such an enterprise; that the merchant owners would get their advertising, large or small, at the first cost; become leaders in all reforms, political, moral, social, etc., without other expense than their proportionate share of supporting the journal, which would be far less than the amounts they now pay for their advertisements without reaping any of the advantages of journal owners. And then, after all, through the profits from other advertisements, there might be an annual rebate sufficient to clear them from all expense and perhaps leave a handsome net profit. It was further suggested that in case the merchants failed to combine in this matter the churches might take up the idea. It will be seen, therefore, that the Rev. Mr. Sheldon, author of "In His Steps," is not the originator of community journalism; that it was promulgated by Lum Smith in 1883; and whatever may result from the seed, it is only fair that the name of the original advocate of the idea should be known.

EMERSON BENNETT.

THE only advertising rule that is applicable to all cases is, use your own common sense and judgment.—*Advertiser.*

ABOUT LETTERS.

Office of
"MEN OF LETTERS."
NEW YORK, March 22, 1900.
Editor of PRINTERS' INK:

A communication recently in several journals devoted to the interests of advertisers, to the effect that "Advertisers' letters sold to brokers are sometimes rented to as many as one hundred different parties" is too absurd to let travel without contradiction. Each party renting letters holds them in his possession scarcely less than thirty, sometimes ninety, days; besides, as letters are usually sent by freight, long delays in transit must be added. If one hundred different parties successively rented any one lot of letters and there would occur not one minute's delay, the letters would be one hundred months (8 1-3 years) older by the time they reached the one hundredth renter than they were when the broker bought them. No one will rent letters over two or three years old and can get letters whenever they want only one year old.

Another prejudice permit us to combat. It is erroneously supposed that letters belonging to a letter broker are "peppered" more than are those belonging to any one advertiser. Now, the advertiser having only one lot of his own letters to offer, gives such close attention every day, week and month to one lot of letters, accepting in payment either cash or advertising, that the broker "isn't in it" with him. The broker rents only for cash and, as in our case, having nearly one thousand different lots of letters, aggregating nearly twelve million letters and over three hundred different classes of letters, it is utterly impossible for us to focus our attention upon any one lot of letters. Often letters we buy are never rented at all, others once, none ever more than six times within a year, and we have only one lot of letters that has been rented as many as eight times.

MEN OF LETTERS.
Lum Smith.

ASK US SIMPLER QUESTIONS.

ITHACA, N. Y., March 27, 1900.
Editor of PRINTERS' INK:

We inclose herewith a page from the *New York Mail and Express* under date of February 24th, showing a large Hyomei advertisement which we ordered inserted on that date. It seems to us a strange coincidence that two competitive advertisements for colds should contain an uplifted warning right arm in the same issue of same paper and on same page. The perplexing question arises, will the public be more attracted towards investigating the two ads because of their similarity, or will the similarity be noticed only by an advertising man?

Yours truly,
C. W. WURSTER & Co.

Use common words. Many liberal purchasers of the necessities and luxuries of life have never included a big dictionary in either list.—*New England Grocer.*

BE sure that you fulfill your advertised promise as the readers understand it.—*Pacific Coast Advertising.*

THEY APOLOGIZE.

ORANGE, N. J., March 22, 1900.

Editor of PRINTERS' INK:

Apologizing for not advertising a business that has been successfully con-



TRADE MARK.

In 1864 Daniel M. Lyon began brewing Ale in a little building in Canal Street, Newark. He made good Ale and prospered, and his sons have faithfully followed his methods, till now the little building is dwarfed by our splendid plant.

And yet you may not have heard of us, because we have not advertised.

We apologize.

LYON & SONS
BREWING CO.

ducted for thirty-six years is a new wrinkle. It looks like a good one. The above advertisement is clipped from the Newark News.

H. M. F.

A LETTER FROM HOME.

WASHINGTON, D. C., Mar. 21, 1900.

Editor of PRINTERS' INK:

If a man wants to fully appreciate PRINTERS' INK let him take a trip of a month or so all over the United States and have the Little Schoolmaster come to him every week. It is like a letter from home. It bristles with the doings of the advertising world and keeps a man in close touch with the business world. I had rather miss my meals for two days than one copy of PRINTERS' INK.

Yours very truly,

SAM E. WHITMIRE.

AN ADMIRER.

Office of

"THE CATHOLIC UNIVERSE."

CLEVELAND, O., March 24, 1900.

Editor of PRINTERS' INK:

We inclose you herewith our check for \$5 to cover subscription to PRINTERS' INK for one year, beginning March 21st issue. We consider your paper very valuable, inasmuch as it assists all well meaning publishers. Wishing you all kinds of success, we are,

Yours very truly,

THE CATHOLIC UNIVERSE PUB. CO.

W. A. Willmot.

BREECHES OF PROMISE.

NEW YORK, March 22, 1900.

Editor of PRINTERS' INK:

I inclose a clipping, which I thought you might care to add to your list of "freak" advertisements. To my mind,

F. KOCOUR.

Pants are made for men and not men for Pants; women are made for men and not for Pants. When a man Pants for a woman and a woman Pants for a man, they are a pair of Pants. Mistakes are often made in such Pants. Such mistakes are called "Breeches of Promise." Pants are like molasses; they are thicker in winter and thinner in summer. Men get on a tear in their Pants and it is all right; but when the Pants get on a tear, it is all wrong. There has been much discussion as to whether Pants is singular or plural. Seems when men wear Pants they are Plural, and when they don't wear any, they are singular.

Don't be singular, try

..F. KOCOUR..

14 North Main Street. South Norwalk.

while this advertisement might catch the reader's eye and induce him to smile, yet I do not think it would be calculated to sell goods.

Yours very truly, H. O. GARFIELD.

CLASSIFICATION.

FLOYD SPRINGS, Ga., Mar. 24, 1900.

Editor of PRINTERS' INK:

Is the classification of similar announcements in the magazines of any value to advertisers? If so, why? If not, why not? Opinions are solicited.

—CLASSIFICATION OF advertisements of goods of similar character in magazines is of value to the good advertiser, because it gives the man who has given careful attention to making the language of his ad convincing an advantage over the man who has thrown his wording together in a shambling way; it gives the man who has the best art an advantage over the man who has used no cut, a stock cut or a cheap line drawing; it benefits every advertiser under each classification because when a person becomes interested in any line of goods the custom is to write to all of the several advertisers for samples, pamphlets, particulars, etc., before purchasing. If the ads were not classified the reader might find one ad of a certain class and write for particulars and the ads of similar goods on other pages would possibly never be noticed. I have talked with many successful advertisers on this subject since the time when publishers began bunching ads of similar goods. I have not found one who objected to classification.

SAM E. WHITMIRE.

THE answers you receive to your advertisement are of little value unless they are properly followed up.

NOTES.

"THE Reporter as He Is" appears in the *Metropolitan* (N. Y.) for April.

THE "witchery of kodakery" is an advertising phrase possessing an element of attractiveness.

THE "Great Newspapers of Continental Europe" article in the *March Bookman* devotes itself to France.

ON April 1, 1900, the *Denver Republican* will establish an Eastern branch office at 91 Times Building, with Alfred E. Hasbrook in charge.

CAPTAIN HENRY DRISLER, until recently manager of Harper & Brothers, has been made treasurer and a director of the Frank Leslie publishing house.

CANADIAN headquarters of the *North-west Magazine* of St. Paul have been established at Winnieog, Man., in the McIntyre Block, with Mr. A. L. Wyman in charge.

THE Business Men's Association of the city of Jackson, Michigan, has made an appropriation for the publication of 10,000 booklets to advertise the city. —*Patchogue* (N. Y.) *Advance*.

THE Minneapolis *Tribune* issues a "Cartoon Book" giving the Bowman cartoons it published last year—a collection whose merit would be an excellent advertisement for any newspaper.

THEY are raising a handsome sum in Paris to buy a sword for brave old Cronje. This is all very commendable, but it isn't good advertising across the channel for the big French show. —*Cleveland Plain Dealer*.

IT is said that lawyers have their cases put on the docket when their cases are not ready for trial, and cannot possibly be gotten ready, simply for the advertising secured in having their names two or three times on the docket—for the same case.

THE *Show Window*, Caxton Building, Chicago, offers prizes aggregating \$400 in gold for photographs of best window displays of men's shirts, collars and cuffs, competition free to all and ending the first day of July, 1900. The details of a corset display competition also appear in the latest issue.

ON Whitehall street, the principal thoroughfare of Atlanta, Ga., is an empty store where for a long time until recently there seemed to be a thriving business. Several of the signs were put up so substantially as not to be easily removed. Among them is this grim satire on transitory things: "We are here to stay."

ABOUT four years ago Johnson & Johnson, of New York, who were advertising Vино-Kolafra in the *New York Journal*, protested against a long article condemning the kola nut. The newspaper promptly and gracefully offered to print, as news, anything the firm might have to say in defense of the nut. That closed the incident. —*Newspaperdom*, New York.

A BILL was reported unanimously March 24th in the House in the Massachusetts Legislature to prevent stock

depreciation, through malicious, erroneous or unjust advertisements of any kind. It is based upon a petition of Thomas W. Lawson, and its title is, "An act to prohibit anonymous and false advertisements of stocks, bonds and securities." —*New York Sun*, March 25.

BOOK advertising has never been so large in volume as at present or so novel. The *New York Times* last Saturday contained a page ad of "When Knighthood was in Flower." Fully one-half of the space was occupied by a crude drawing of a castle, each section of which represented a month's sales of the book. According to the figures presented, the output last month was 33,400 copies. —*Fourth Estate*, Mar. 7.

A WRITER in *Agricultural Advertising*, Chicago, has this to say: Circulation and rates considered, it is my belief that the farm press will prove as profitable in selling poultry, eggs, poultry supplies, etc., as the poultry press, and for breeders of farm poultry and those seeking the patronage of every-day farmers I believe the appeal will be more fruitful if made through the farm press to the "common farmers."

BOULDER, Colo., March 8.—(Special). —In one of the wards the students of the State University played an important part last night in selecting a candidate for alderman. One of the candidates is member of a firm which does not advertise in the students' paper, *Silver and Gold*. The students turned out last night and defeated that candidate for nomination, because of his treatment of their paper. —*Denver* (Col.) *Republican*, March 10.

THE exhibition of the Press Artists' League, to be held in the east parlor of the Waldorf-Astoria during the week of April 16, is to consist of the work of illustrators for the *New York press*, the special feature being the large originals of drawings which have been reproduced in metropolitan dailies, weeklies and magazines, besides the originals of illustrations in certain novels that have been recently popular. About 5,000 pictures will be shown. —*Fourth Estate*, New York City.

A CORRESPONDENT writes: There are a number of newspapers in the South, such as the *Southern Trade Record* at Cincinnati, the *Southern Review of Commerce* of Louisville, Ky., together with the *United States Health Reports* of this city, that ought to be shown up. These papers are sending out write-ups of every form and description. They pretend that they are writing up different things because they are worthy of editorial comment, and then they sell the "sucker" copies of the paper.

ONE of the most unique advertising folders issued by a railway company has just been received at the Rock Island offices from John Sebastian, the general passenger agent of the company. It is a brand new, novel suggestion, which advertises the overland through sleeper via that line, the Denver & Rio Grande, Rio Grande Western and the Central Pacific between Chicago and San Francisco. The map is alternated with streaks of shade, up and down, in-

dicating the country passed through in the night time and the sections traversed in daylight.—*Denver Times*, March 16.

THE women of the First Congregational Church of Austin are arranging for an Easter market to be held in Library hall the week preceding Easter. A novel advertising scheme has been evolved. The plan is to stamp every egg sold in the Austin markets with appropriate words advertising the market and the articles it will have for sale. Austin supports eight or ten grocery and market houses and the young women of the church have been armed with rubber stamps and every evening they will call at the stores and will stamp every egg before it is placed on sale.—*Chicago (Ill.) Chronicle*, Mar. 19.

IN a recent issue of **PRINTERS' INK** Clarence Axman, the Chicago correspondent of the *Insurance Field*, gave forth some conclusions on the subject of insurance journalism. They were not new, and they were not flattering to insurance papers as a class, but underneath the slashing criticisms there was at least a modicum of truth. It is doubtful, however, whether Mr. Axman himself really believes that out of some 76 insurance publications there are only a deserving half dozen. Our list of contemporaries includes a good many more which are a credit to the profession and helpful to insurance interests.—*Boston (Mass.) Standard*, March 24, 1900.

AN act to incorporate the Industrial and Commercial Exhibition Company of New York and to authorize this company to acquire real estate in any portion of New York City, to erect buildings thereon for the purposes of such exhibition, was introduced this week in the State Legislature at Albany. Fifty-six gentlemen are named as incorporators, among whom are J. Howard Sweetser and George L. Putnam, of Sweetser, Pembroke & Co. The company's capital stock is \$5,000,000, divided into 500,000 shares. By a two-thirds vote of the stockholders they may increase this to \$10,000,000. It shall not commence business until at least \$1,000,000 is subscribed for and 10 per cent paid in.—*Dry Goods Economist*.

ORANGE, N. J., March 18.—Police Captain Leary has put a ban on the posters which have been placed on billboards in Orange to advertise the "Regatta Girl" at Koster & Bial's. On the posters there are two girls, one of them a ballet dancer, with one leg raised in the air. As soon as the captain saw the posters he sent for the billposting company's representative, to whom he declared that the legs must be covered with white paper, and that if any more posters of such a character were placed on the boards he would make an arrest. The billposter complied with the captain's notion of the properties, and all through the city are posters of one perfectly proper woman standing near another only the upper part of whose figure is visible. Broad strips of white paper cover the legs.—*New York Sun*, March 19, 1900.

ASSEMBLYMAN PRINCE has introduced a bill to prevent the placing of fences

on roofs for the display of advertisements other than for the business of lessee of building on which the fence is built, the same to be no higher than four feet; also of fences on ground in front of vacant lots, the same to be no higher than ten feet from ground to top of fence, in any portion of boroughs of Manhattan, Bronx and Brooklyn, and to have all fences now on roofs and on ground in violation of this act removed before August, 1900, any corporation or person violating the provisions of the act to be deemed guilty of a misdemeanor, and upon conviction thereof to be punished by a fine of not less than \$200, or by imprisonment in the county jail for a period not exceeding thirty days, or by both.—*New York News*, March 16.

A TOWN WITH NO BILLBOARDS.

"Did you ever live in a town where there were no billboards?" asked a man who was looking at a gang of billposters. "I did many years ago," he continued, "and we had some pretty good shows occasionally, too. The way in which the shows advertised themselves intensified the desire to see them. I remember when 'Mazeppa' was to be given in the town hall. There was but one entrance to the hall and above it was a lodge room. I don't suppose you could gull the people with any play of 'Mazeppa' that didn't have the wild horse, or some other kind of horse of Tartary any more than you could fool them with a 'Hamlet' without the Prince. This 'Mazeppa' company that came to my town had the wild horse. It was necessary to convince the people of that fact. The only brass band in the town was hired and put into a big wagon which was hauled through the streets, the band playing what few numbers it had, and the wild horse haltered to the tail end of the band wagon. In a few one-horse buggies were the members of the company. The young woman who was to play the title role—you know they always have a woman for Mazeppa—rode in the first buggy with the manager. But it was not only the show with the horse that paraded. I remember when 'The Lady of Lyons' was played there, the company turned out in sleighs, and the brass band was in a big wagon bed mounted on bobs. The young woman who walked the rope stretched from the roof of a two-story building to a similar one across the street was the advertisement for a variety show. The woman who made the ascension to the top of the center pole of a circus was a common card in those days. There was one newspaper in the town, but for some reason the shows did not patronize it. Hence they resorted to outdoor parades to draw the crowd and I never knew any company to leave the town on foot—not even the panorama of Kane's Arctic Expedition which stole the Newfoundland dog of the mayor of the town and palmed him off as Dr. Kane's."—*N. Y. Sun*.

ADVERTISING undoubtedly takes away the business from those who do not advertise and gives it to those who do, and those who have succeeded best, growing day by day, have been those who have been the most persistent advertisers in season and out of season.—*A naconda (Mont.) Standard*.

ADVERTISING NOVELTY FIRMS.

American Mfg. Co., Jamestown, N. Y.
Aluminum Novelty Co., Canton, O.
American Novelty Co., Lowell, Mass.
Aluminum Specialty Co., 125 Thirty-second street, New York.

Burlington Sign Co., Burlington, Vt.
Brown & Bigelow, St. Paul, Minn.
Baldwin & Gleason Co., 58 Reade street, New York. (Celluloid Novelties).
Butler Bros., 495 Broadway, New York. (Low-priced Novelties).
Wm. Byrne, 375 W. 125th street, New York. (Puzzles).

E. P. Best Mfg. Co., New Haven, Conn. (Banners, Fans, etc.).
Beauford Pottery Co., Pittsburg, Pa. (Souvenir Plates).

U. O. Colson Printing and Advt. Co., Paris, Ill.
Cussons, May & Co., Glen Falls, Virginia.

Duckback Co., Dayton, Ohio.
Adgor F. Davis & Co., 243 Broadway, New York. (Sawdust Nov. for Jewelers).

Empire Novelty Co., Wellsville, N. Y.
Eric Specialty Co., Erie, Pa.

John C. Fernandez, Ozone Park, N. Y. (Trinket Boxes).

Golden Novelty Co., Chicago, Ill.
Gray Lithograph Co., Canal & Laight streets, New York.

S. W. Guenee, 143 Liberty street, New York. (Bicycle Advt. Novelties).

Hampton Toy Co., Westfield, Mass.
H. B. Hardenberg & Co., 58 Center street, New York. (Leather & Metal).
Henderson Litho. Co., Cincinnati, O.
Home Life Pub. Co., 150 Nassau street, New York. (Cook Books).
Walter E. Hoffman, 42 Grand street, New York. (Puzzles).

Industrial Pub. Co., 16 Thomas street, New York. (Pocket Dict.).
Insect Trap Co., Box 237, New Canaan, Conn.

Robt. Jones & Co., Chicago, Ill.
M. Jacobson, 321 E. Ninety-second street, New York. (Advt. Mirrors).

Koener & Hayes, Buffalo, N. Y. (Cards & Lithographs).
Phil. Koempel, 21 W. Third street, New York. (Toy Novelties).

Chas. B. Lynes, 96 Center street, New York. (Hardware Novelties).
Livermore & Knight, Providence, R. I. (Paper and Cardboard Novelties).

Merchants' Pub. Co., Denver, Col.
McClosky, Pitz & Co., Philadelphia, Pa.

Milwaukee Bank Book Co., Milwaukee, Wis.
Fred'k S. Mills, Gloversville, N. Y.
Myers & Rosenfield, 171 Wooster street, New York.

Novelty Cutlery Co., Canton, Ohio.
National Metal Edge Co., 621 Cherry street, Philadelphia, Pa.

Novelty Advt. House, 83 Court street, Brooklyn, N. Y.

Israel C. Newman, 160 E. 108th street, New York. (Match Safes).
N. Y. Book Slate Co., 68 Church street, New York. (Slates and Blackboards).

Optimus Printing Co., 31 Rose street, New York. (Book and Paper Novelties).

Promis & Co., Philadelphia, Pa.
Pencil Exchange, Jersey City, N. J.
Albert Patz, Railroad Ave., Jersey City, N. J. (Kites, Fans, etc.).
Progressive Novelty Works, 640 Broadway, N. Y.

Parker & Hafner, 626 High street, Williamsport, Pa. (Leather Goods).

Ronemous & Co., Baltimore, Md.
Regent Mfg. Co., Chicago, Ill.
R. Rodgers & Co., New Haven, Conn. (Souvenir Spoons).
Rosenthal Bros., 346 Broadway, N. Y. (Advt. Pencils).

Stanford & Co., Ithaca, N. Y.
Sunshine Pub. Co., Philadelphia, Pa. (Story Books).

A. Stiria, 221 Bull's Ferry Road, Union Hill, N. J. (Baskets).

Turner Brass Works, 122 Kinzie street, Chicago, Ill.

Herman Voss, Milwaukee, Wis.
A. A. Vantine & Co., Eighteenth street and Broadway, N. Y. (Advt. Fans).

Whitehead & Hoag Co., Newark, N. J.
Geo. R. Woodruff, Ravenna, Ohio.
A. H. Woodhull, 2198 Fulton street, Brooklyn, N. Y. (Useful Articles).

THE POSTAL CARD.

The writer believes in the postal card because every postal card is supposed to be a letter if the address side appears uppermost; the receiver must turn over every postal card that comes in this way, and if the matter upon it is sufficiently brief he has a chance to absorb it, even though it may pass from his hands directly to the waste basket.—*Prosperity.*

THERE are many "good" papers in the country, but they are not all good for your business. Half the art of advertising consists in the selection of the right mediums.—*Agricultural Advertising.*

THE most successful advertising does not attempt to do too much. It introduces the buyer to the seller. Even if it makes a direct sale, that sale should serve only as a wedge to open the way for other sales.—*Agricultural Advertising.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A DVERTISEMENTS for the EVENING POST, Charleston, S. C.

FEMALE linotype operator, speedy, on evening paper; 8 hours. THE DAY, New London, Conn.

A DVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

WANTED—To buy a good Democratic newspaper in county seat. Must have official patronage of county. "C. S." This Office.

HALF-TONES (quality guaranteed), one col. \$1; 1/2 dos. \$5. Two col. \$2; 1/2 doz. \$10. Larger, 10c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

WANTED—Position as advertising manager at moderate salary by young man with several years' successful experience. Best reference. Address "WORKER," care Printers' Ink.

DESIGNER for advertisements on well known mechanical paper (New York.) Whole or part of his time can be utilized. Address, with particulars, "PERMANENT," This Office.

WANTED—A tenant for my cottage in Twilight Park in the Catskills. Roomy and comfortable for large family, \$400. **THOMAS D. McLEHENIE**, 229 Myerson St., Brooklyn, N. Y.

WE can supply advertisers with sketches at very reasonable rates; also photographs. Instruction given in illustrating, wall paper design, photography. **NEW YORK SCHOOL OF ILLUSTRATING**, 114 W. 34th St., New York.

ARTIST of wide experience in every variety of commercial work; inventive, original; expert at designing catchy pictures for ads; good at planning advertising novelties; desires situation. "AD-ILLUSTRATOR," Printers' Ink, New York.

ORDERS for 5-line advertisements 4 weeks \$10. In 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. This price includes **PRINTERS' INK** for one year.

FERNALD'S NEWSPAPER MEN'S EXCHANGE is not an asylum for incompetents. Over 50 per cent of its candidates are college graduates, with from three to fifteen years of practical newspaper experience. Over 85 per cent are already in positions, but seeking advancement. Correspondence with employers solicited. Telephone 659-2. Office, 15 Cedar St., Springfield, Mass.

A LEADING London daily wants American advertisements, and will pay for help in getting them.

"COMMISSION," care Printers' Ink.

I WANT to hear from men who are engaged in the laundry business and who are spending more than \$100 a year in advertising.

I have an advertising specialty for laundries. It is so good that I don't care to send it to the man who writes on the back of a postal card, "Please send details."

I want a request written on your own letter-head, the inclosure of a business card, and, if possible, some advertising matter you are running.

You will find my proposition is worth taking all this trouble about.

J. HOWLAND HARDING,
1546 Broadway, New York.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

SUPPLIES.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 13 Spruce St., New York. Special prices to cash buyers.

BUSINESS OPPORTUNITIES.

IF you want to buy or sell a publishing business, ask us why you can deal more advantageously through us than direct. **E. P. HARRIS**, 150 Nassau St., New York.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASS'N**, 595 Broadway, N. Y.

BOOKS.

SEND for booklet on Railway-Station Advt'g. Maximum publicity—minimum cost. **PHILA. & READING RAILWAY CO.**, Charles A. Klink, Advertising Agent, Reading Terminal, Phila.

HALF-TONES.

HALF-TONE, 10c. an inch; minimum \$1.00. Zinc 45c. one col. portraits; outline \$1.10, half shade \$1.25, full shade \$1.75. Cash must accompany order. **ART ENGRAVING CO.**, Washington, D. C.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the **LEDGERETTE** in job printing department. Every sale establishes permanent customer for printed statements. **W. R. ADAMS & CO.**, Detroit, Mich.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued March 1, 1900. Price, five dollars. Sent free on receipt of price. **GEO. F. ROWELL & CO.**, 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

C. C. C.

H. SENIOR & CO., Wood Engravers, 108 Spruce St., New York. Service good and prompt.

PHOTOGRAPHS for catalogue and booklet illustration, made in best manner for halftone process. Photographic work of all kinds solicited. **ARCHIBALD HORNE**, Technical and Pictorial Photographer, Station W, B'klyn, N. Y.

ADVERTISING NOVELTIES.

NOVELTY Ad Folders. Write to **CHICAGO ENVELOPE CLASP CO.**, Niles, Mich.

TRICYCLE wagons for merchants, \$40; lettered to suit. **ROADSTER SHOPS**, Camden, N. J.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

SEND to **GAZETTE**, Almonte, Ont., and get a new and unique idea for advertising. Valuable for introducing new remedies—or anything it can be adapted to suit any line. Mailed for 10c.

CAPS and hats are being used by many advertisers to advantage. We should be pleased to lay before you samples and prices. **BROWN & BIGELOW**, Mfrs. of Specialties for Advertisers, St. Paul, Minn.

UP-TO-DATE advertisers use banners on their wagons. Most unique and attractive device ever invented; any style wagon changeable with 6-inch gas plyers. **GEO. W. BARTLETT**, patentee, 134 E. Van Buren St., Chicago.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

SUBSCRIPTION premiums wanted. **FARM AND TRADE**, Nashville, Tenn.

THE best advertising medium in Charleston, S. C., is **THE EVENING POST**.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is **THE EVENING POST**.

KEEP your eye on **FARM AND TRADE**, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. **ENTERPRISE**, Brockton, Mass. Circulation exceeds 6,000.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in **THE EVENING POST**.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of **THE EVENING POST**, of Charleston, S. C.

ADVERTISER'S GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

THE Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

NICKELL MAGAZINE ad rates, 30c. agate line; \$50 page; 5, 10 and 20 per cent dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

To reach the prosperous farmers of the South try **FARM AND TRADE**, Nashville, Tenn.; 10c. per agate line. Forth close 25th of month preceding date of issue.

The only farmer boys' paper in the world is **FARM AND TRADE**, Nashville, Tenn. If you want to reach that class the best and only medium is **FARM AND TRADE**. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,053 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

HARDWARE DEALER'S MAGAZINE. Exceeds 10,000 every issue. Three hundred regular advertisers. **DANIEL T. MALLETT**, Publisher, Broadway and Murray St., New York City.

THE WESTERN CHURCHMAN, Denver, Colo., is one of the best mail order papers in the West. Our Easter number will be a beauty. Circulation 5,000. See Rowell's Directory, page 1186. 5c. a line. 10 per cent discount by year.

THE EVENING POST, Charleston, S. C. will publish want advertisements at one cent a word net; 5c. inches display for \$15; 100 inches, \$25; 300 inches, \$65; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. F. ROWELL ADVERTISING AGENCY**, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 399 inches; 20 per cent on 599 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or **OTTO KOENIG**, Eastern Agent, 737 Park Row Building, N. Y.

FOR SALE.

INOTYPES for sale, 2d-hand, good as new, cheap. "C. O. H." care of Printers' Ink.

EVANSVILLE, IND., clearances show hundred per cent increase of business. Business Directory mailed for ten cents. **J. S. REILLY**.

STONEMETZ perfecting press, 8,000 per hour, four or eight pages, cheap; \$1,000. Now in daily use on **THE ENTERPRISE**, Brockton, Mass.

ONE million or more original letters from '96, '96, '97, '98, and '99. Will be sold in lots to suit the purchaser. They have never been copied or used. Let me know the quantity you want and I will make the price all right. Will sell for cash only. Address **H. A. GRIPP**, German Artist, Tyrone, Penn.

A COMPLETE newspaper and job printing office, consisting of two cylinder and three job presses, paper cutter and large assortment of modern type and appliances. Plant is in operation in the vicinity of N. Y., and business can be carried on at present locality if desired. An opportunity for any one ready to speak quick and on a cash basis. "GOOD CHANCE." This Office.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your goods in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

NEWSPAPER BARGAINS.

A GREAT proposition in Massachusetts—monthly 14,500 circulation; weekly 2,350 circulation; making big money, \$2,500 to \$5,000 cash. Owner very sick—balance easy terms. \$8,000—cash required \$2,500 or more—buys a money-making newspaper property in Idaho. Owner has enough \$3 and wishes to retire.

\$2,000 buys a reliable weekly property in large, fast-growing New England town. Easy terms. \$1,300 buys a New York State weekly—if bought quick—doing a profitable business. \$2,500 buys a dandy weekly and job business within 75 miles of Albany. \$3,500 buys a splendid Democratic weekly in Wyoming. Business shows a profit of \$900 for six months.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them. **C. F. DAVID**, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

GREAT DAILY—FOR SALE.

ONE of the very best daily properties in New England States, to wit: \$15,000—\$5,000 or more down—buys a great daily proposition. Doing a prosperous business in one of the most thrifty, fast-growing cities in Massachusetts.

C. F. DAVID, Confidential Broker in Newspapers. Abington, Mass., 28 years' experience.

PERFECTING PRESS FOR SALE.

WILL print 6, 7 or 8 column, 8,000 to 10,000 per hour, printed and folded papers. Press is guaranteed by the makers and present owner. Also a full stereotyping outfit. Can be bought at a very reasonable price and has been used but very little. Address **C. F. DAVID**, Abington, Mass.

MAILING MACHINES.

PAN-AMERICAN, Matchless Mailer, pat. Jul. '99. **REV. ALEX. DICK**, 43 Ferguson Ave., Buffalo.

ADVERTISEMENT CONSTRUCTORS.

J. HOWLAND HARDING, 1845 Broadway.

TRY Miss Woodlee's "Gem" service. 6 Wall Street, New York.

CRISP 8 page booklet, \$10. **CHAS. A. WOOL-FOLK**, 446 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

LITTLE ads made strong; one a day for \$10 a month, 6 for \$5. **GEORGE H. HAYWOOD**, 9 Amity St., New London, Conn.

GENIUS is described as the capacity to take infinite pains. If that is true, I have a "genius" for ads. Sample 10 cents. **WESLEY J. HOEHLE**, Sheboygan, Wis.

THE ads that add most to the sales of advertising pharmacists are written by the **MEDICAL ADVERTISING BUREAU**, 100 William St., New York. A pamphlet written by them is a positive profit producer. Just inquire.

SMALL advertising "slips" to inclose with your regular correspondence, cost nothing to mail, and are most efficient "sales-men." Many an order that gives you "the slip" might have been yours had you given that order-maker a "slip" that called his attention to the goods he bought elsewhere. Every business letter should carry to its recipient some details of what you make or sell. I am constantly making such "slips," especially along mechanical lines. Would you like to see a lot of samples of them? **FRANCIS I. MAULE**, commercial literature, 402 Sansom Street, Philadelphia. Show postal card, please.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of **PRINTERS' INK**. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. **WM. JOHNSTON**, Manager **Printers' Ink Press**, 10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

137 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

138 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

139 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

140 If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to 1 c. 6 inch. \$100 a page. Special position twenty-five per cent additional. If granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, APRIL 4, 1900.

FOLLOW UP all answers.

THE term "ad" seems designed to take the place of "advertisement." It has superseded the abortion "adv," which was so popular a few years ago, unpronounceable as it is. A Chicago printer who calls himself a typographer says "ad" and "gent" belong in the same category; evidently he thinks "printer" should be similarly classed.

MR. WILLIAM H. CAMPBELL, advertising manager of Jonas Long's Sons, the department store of Scranton, Pa., sends PRINTERS' INK a number of ads of that store that have appeared in the Scranton dailies. Most of them are page ads and a liberal use of cuts and bold headlines and taste in display give them a metropolitan appearance that is attractive.

THE National Council of Women feels very excited over the fact that Miss Louise Wolcott, in giving a testimonial to a patent medicine manufacturer, used the National Council stationery, signed herself thereon as "Louise Wolcott, member of Sorosis, a vice-president of the Daughters of the American Revolution and granddaughter of Gov. Wolcott of Connecticut." It appears that Miss Wolcott knows how to make her relationships, family and social, of tangible benefit to her.

PEOPLE who know of the great common sense of all that Jesus said or did cannot bring themselves to believe that He would bring forth such an abortion as the Rev. Charles M. Sheldon produced in his week's control of the Topeka *Capital* and call it a newspaper; or that He himself would believe it was a newspaper, or would ask others to believe so.

THE Page-Davis School of Advertising in Chicago is said to be making money. It deserves to, because it furnishes instruction for which many people are aching. Its course could not make an advertising man out of a man whom nature intended for a street sweeper, but for one whose natural capacities tend toward advertising, that course might be of considerable aid and might correct a host of false impressions which people who know nothing of advertising are apt to entertain.

WRITING of religious media in *Profitable Advertising* for March, Mr. Chas. E. Putnam, advertising manager of the *Sacred Heart Review*, Boston, writes:

The paper is read carefully from the first to the last page. The religious paper is read seven days in the week.

Mr. Putnam's enthusiasm in this direction would almost lead one to believe that the readers of religious periodicals neglect eating, drinking and all other necessities of nature in order to find time to read every line of the religious paper to which they subscribe.

THE New London (Conn.) *Day* of March 17th tells the following:

The other day an engagement was announced in one of the afternoon papers, in the last edition. Early next morning several awning makers were at the home of the future bride's parents, soliciting the contract for supplying an awning when the event came off. In the first mail that morning no less than half a dozen printers and engravers sent samples of their work and quoted prices for the latest fashionable wedding cards. All through the week milliners, caterers, dressmakers, liverymen, furniture dealers, hardware men and dry goods men made known their desire to supply the future bride and groom with all the outfit they might need. Florists besieged the house or sent cards. The young folks are now expecting to hear from ministers of various denominations. Who says that the newspapers are not read?

If an advertisement is so plain that the veriest dunderpate cannot mistake its meaning, it will certainly not be misunderstood by others whose mentality is of a higher character.

THE *New York Times* is slowly and gradually coming to let advertisers secure some idea of what its circulation actually is. In a circular sent out on March 20th concerning the "New York Times' Saturday Review of Books and Art," it says: "Over 100,000 copies may be guaranteed for each issue." Whether "may be guaranteed" should be taken to be synonymous with "is guaranteed" is one of those great problems which the Little Schoolmaster leaves to finer intellects than his own.

MR. SAMUEL DAVIS, the wide-awake advertising manager of the wholesale clothing house of Kuh, Nathan & Fischer, of Chicago, issues, for the use of the retail patrons of the concern, a booklet called "Type," wherein is indicated how the various styles of type look when a few lines of them appear upon the printed page. The names of the type are given to the end that the merchant may mark his "copy" as he desires it to be printed. The idea is good.

ONE of PRINTERS' INK's correspondents writes as follows:

I think it was in *Frank Leslie's Popular Monthly* that I saw a quarter-page advertisement of Rogers' Antiseptic Tar Soap, and sent to the manufacturers, the Rogers Soap Co. of Chicago, for a sample. I liked it very much and went to several drug stores to buy some cakes. In none of them could I find it and I was finally induced to buy the brand of another manufacturer. I know it says in the circular sent with the sample that the Rogers people will send a cake, postpaid, for fifteen cents or three for forty cents, but who is going to take the trouble to send by mail for soap? If it were a medicine and one were convinced that that was the only medicine that would do, the case might be different. I think seeing that the article can be easily secured is as important as inserting an advertisement that makes the reader desirous of securing it.

THERE are many "good" papers in the country, but they are not all good for your business. Half the art of advertising consists in the selection of the right mediums.—*Agricultural Advertising.*

THE solution of the problem of the one-cent daily depends upon the advertiser. There is no doubt that, with everything which enters into the production of a daily paper advancing in price, a way must be found to meet the changing conditions, and therefore it is reasonable to conclude that something will have to be "raised." The question then is: Will it be the subscription price or the advertising rate? Well, it depends. If the advertiser sees the point and accepts an advance in rates, the one-cent papers will go right on doing business at the same old subscription price; but if the man who buys space refuses to stand for an advanced rate, then is the one-cent paper doomed.—*Profitable Advertising.*

If the advance in the price of paper makes it necessary for the publisher to secure better prices from some source, he will secure them from the advertiser. To raise the subscription price will lessen the circulation and hurt the advertiser far more than a slight advance in advertising rates would do. As to the advertiser "accepting" an advance let him not "accept" it if he thinks he can get along without the newspapers!

M. LAMALICE, advertising manager of *La Presse*, of Montreal, tells this interesting story of his efforts to secure want advertising:

We began by issuing 100,000 small booklets. This, followed by a vigorous policy of advertising in our own columns, allowed us to double our want advertisements in one year. Then, we had a lot of wall displays, posters, etc. After that, we established the most perfect system of want advertisement branches in Canada. We secured the permission of some thirty druggists in different parts of Montreal to put up a sign, "Want Ad Agency, *La Presse*," and by giving them a small commission and publishing their names and addresses in our paper every night, they have become for us first-class agencies. Some of our agents' premises have been fitted with a large electric sign, and we contemplate having all of them advertised in this way by the end of next month. We telephone them twice a day, and if they have advertisements we have two boys who collect them on their wheels, the quickest and best way. Nearly every druggist in town who has not an agency for *La Presse* has applied for one. We have selected drug stores because all classes of people patronize drug stores. Outside of these city agencies we are establishing branches throughout the province of Quebec. At present we have forty outside of Montreal.

NOTHING in advertising is so bad that its occasional use may not be good; nothing is so good that its occasional use may not be bad.—*Advisor.*

It is a curious fact that many of the people who can tell the good points of an article orally fail utterly when they endeavor to put their words on paper. The fact is against all logic, but that it is a fact few will deny.

THE latest edition of the American Newspaper Directory appeared in March and inaugurates the thirty-second year of this publication under the control of Mr. George P. Rowell, by whom it was established in the year 1869, being the first effort ever made to ascertain and report newspaper circulations. Since June, 1897, the Directory has appeared four times a year, the quarterly revisions making it possible for a newspaper publisher to have his latest circulation report promptly inserted if such a course seems to him advantageous. The system of frequent revision, together with the practice of retaining in the description of the paper former estimates and circulation statements covering a period of from five to seven years, not only permits latest circulation gains to be promptly shown, but also demonstrates whether it is growing or falling off, whether a publisher habitually furnishes a frank and truthful statement or habitually avoids doing so; also whether a publisher's statement has gained general credence or is regarded as of doubtful worth. Taking 1,000 as the advertiser's unit of value and avoiding a waste of time on the details of circulation in cases where an average issue of 1,000 is not claimed, the editor of the Directory finds only about five thousand publications with which he must deal, and these his system of quarterly revisions enables him to keep well in hand. The book is sold for five dollars each issue or twenty dollars by the year. For twenty-five dollars the subscriber becomes a member, a confidential information bureau entitling him as frequently as he may desire to ask and receive answers to any questions concerning the character of any paper described in the book and credited with a circulation of more than a thousand copies.

ASTRAY.

PATHFINDER, D. C. March 22, 1900.
Editor of PRINTERS' INK:

Last November we received a circular from the *Great Round World*, published in New York, offering an advertising rate of \$15 a page, or \$60 for six pages, to be used within a year. In the circular was the statement: "The guaranteed issue from October 1, 1899, is 25,000 copies weekly, and payment for space used is conditioned on this fact."

This being a fair proposition, we accepted it, and we have used three pages to date. Some weeks ago we received a bill for \$45 for the space used. The extreme meagerness of the returns from the advertising made us wonder if there was not a screw loose somewhere, and we asked the *Great Round World* to let us inspect their postoffice receipts. They sent us receipts showing 6,825 pounds of papers to have been mailed in a period of about five weeks. On the liberal basis of seven of their papers to the pound, this would make 47,775 papers, or an average of 10,000 a week, in round numbers, say.

We communicated this conclusion to the *Great Round World* and they replied that they had sent us the wrong receipts. They said that they had mailed 170 bags containing papers with our ads in, and explained that "500 or more copies are contained in each bag; the bags with the quantities in bundles contain much more than 500—in fact, we have gotten as many as 800 to 900 in a bag at a time."

On the basis of 500 copies to the bag, this would make 85,000 copies for the three issues with our ad in, or 10,000 copies more than was guaranteed. This looks plausible, but we decided to look for something more scientific. So we added up the weights mailed in the 170 sacks, and the total was 6,846 pounds, or an average of about 40 pounds to the sack. On a basis of seven papers to the pound, this would make 280 papers to the sack instead of 500. Or, in other words, the total mailings were about 48,000 papers, or 16,000 to an issue, instead of 25,000. Moreover, these mailings include 1,956 pounds of sample copies said to be of the issues containing our ads, but mailed in weeks when our ad was not running.

We would like to ask if it complies with the requirements of the American Newspaper Directory to adopt an arbitrary number like 500 and count that many papers as having been mailed in every sack taken to the postoffice. On this basis we can readily understand how some papers might get a very nice rating. Inasmuch as you have already had some little correspondence with the *Great Round World* on the subject of their rating, as appeared by a paragraph in PRINTERS' INK several weeks ago, we might suggest that you lay down the law for their government and for the government of other papers which are possessed of abnormal ingenuity in the matter of figuring.

Yours truly,

THE PATHFINDER PUB. CO.
George D. Mitchell, Treas.

The American Newspaper Directory credits the *Great Round*

World with 16,663 copies. If the *Pathfinder* would follow the Directory, he would rarely get so far away from the right path.—[EDITOR PRINTERS' INK.]

REACHING THE WEALTHY.

Office of
"THE UTICA OBSERVER."
UTICA, N. Y., March 21, 1900.

Editor of PRINTERS' INK:

Will you kindly state through the columns of PRINTERS' INK your opinion as to the best publication for reaching the wealthy people of the eastern portion of the United States? I mean a weekly or monthly. *Life* probably reaches a large number and *Form*, while it had life, was probably a good medium. What is your opinion?

Yours respectfully,

PRENTISS BAILEY.

There is no one publication through whose advertising columns all the wealthy people of the United States could be reached. *Life*, while it goes to none but well-to-do folks perhaps, reaches so small a number of readers comparatively that the publishers have never yet gotten up sufficient courage to tell what the number is. The newspapers marked in the American Newspaper Directory with the "bull's eye" probably reach a goodly share of so-called "plutocrats." So do the higher-priced magazines—and for that matter, the lower-priced ones as well. Advertisers are often surprised to discover that newspapers supposed to interest only the poorer classes frequently bring excellent "returns" for announcements of articles which only the possessor of wealth is able to purchase.—[EDITOR PRINTERS' INK.]

A DOUBLE NEGATIVE.

March 14, 1900.

Editor of PRINTERS' INK:

We will be very grateful to you for your advice on the following subject:

We wish to establish a paper here and are doubtful as to its admissibility at the pound rate. Here is the proposition: I go to the merchants and get them to agree to take a certain amount of space for one year, at a stated price—\$3 an inch. I guarantee to place the paper in not less than 2,000 homes in the four adjoining counties. This is territory which they wish to cover, but cannot without advertising in four or five papers, which would cost them too much. To induce the people to take the paper and to come here to trade I will give a coupon good for \$1.00 at any of the stores advertising in the paper. That is, I charge \$1.00 a year subscription and give a \$1.00

coupon with each subscription. The coupon is redeemable only after the subscriber has bought \$20.00 worth of goods at any one of the stores advertising in the paper. Any store can advertise. Would such an arrangement shut us out of second-class rates?

An early reply will be appreciated and we will be glad to return the favor at any time and in any way. Thanking you, I am,
Yours truly,

PRINTERS' INK is of the opinion that the arrangement proposed will not deprive the publisher of the second-class mailing privilege.

The Little Schoolmaster is further of the opinion that the proposed arrangement will not secure the two thousand subscribers hoped for.—[ED. PRINTERS' INK.]

THE PEDIGREE OF "AD."

Office of
THE SAWYER PUBLISHING COMPANY.
WATERVILLE, Maine, March 23, 1900.
Editor of PRINTERS' INK:

We notice you have been using "ad" as a word for some time past. In *Our Silent Partner* we have been using "ad" as an abbreviation. May we ask if you have any lexicographical authority for doing this, or if you intend to coin "ad" as a word. It ought to be one, and we are thinking of following your lead and omitting the period. We have already decided to begin to hyphenate "mail-order," believing that this practice will ultimately come into use, in accordance with the general tendency to couple words of this character.

Yours very truly,

THE SAWYER PUBLISHING CO.

G. T. Terry, Manager.

The term "ad" as used to-day is really a word, not an abbreviation of "advertisement," although that is what it was originally. If "ad" is used at all it is best to use it as a word and omit the period. At present no lexicographical authority can be found for this, but it has the authority of convenience and common sense. To make "mail order" read "mail-order" seems to us an improvement in favor of which much may be said.—[EDITOR PRINTERS' INK.]

THE Borough Park Company of Brooklyn, N. Y., is using the stories of Greek mythology as introductory paragraphs to its advertisements. The latest one at this writing reads as follows:

The Greek mythology relates how feminine curiosity was too much for Pandora. When she opened the jar intrusted to Epimetheus out flew the curses man has been laboring under ever since. Only hope remained. The greatest of these curses is rent paying. For the rent payer not even hope remains.

CLASS PAPERS.

Class papers, as a rule, have limited circulations. For example, a paper devoted to the discussion of the future state of man would be enabled to obtain only a limited number of readers. It is folly to say that people who read a publication devoted to the crusade against vivisection have more money to spend than those who read the latest news about the great triple murder on the East Side. Class publications, as a general thing, have limited circulations, and do not pay advertisers a fair return upon their investment.

Newspapers which publish all the latest news and the greatest amount of it in the most attractive form are the ones that attract the largest army of readers. The masses of the people are the ones to appeal to—not the select few.

Advertisers will find, for instance, in the city of New York that high-priced, high-class papers are high losers. The masses of the people respond to advertising—the classes do not.

A certain large silverware house confined its advertising for years to a few alleged high-class mediums. Two years ago it advertised to the general public, and quadrupled its business in sixty days.

A small jewelry house on Fifth avenue refused to use any other paper than the New York *Herald* until recently, when it commenced using other dailies. Its business increased so rapidly that its managers were dumfounded.

Alleged high-class dailies with circulations ranging from 2,500 to 40,000 charge from 15 to 40 cents per agate line, while newspapers of large general distribution, like the *Herald* and *Sun*, charge no more. Besides, papers of large circulation have weight and power, and exercise more or less influence, while the impressions created by the small and so-called eminently respectable papers are limited in scope and character.

General advertisers will not make a mistake in using newspapers of large general circulation. High-class papers of limited circulations may pay some advertisers, but it would be a difficult

matter to pick them out of a small-sized bunch.—*The Advisor*.

SOME CRITICISMS.

One of PRINTERS' INK correspondents sends the remarks produced below. They have a certain interest, which is the reason they are reproduced below:

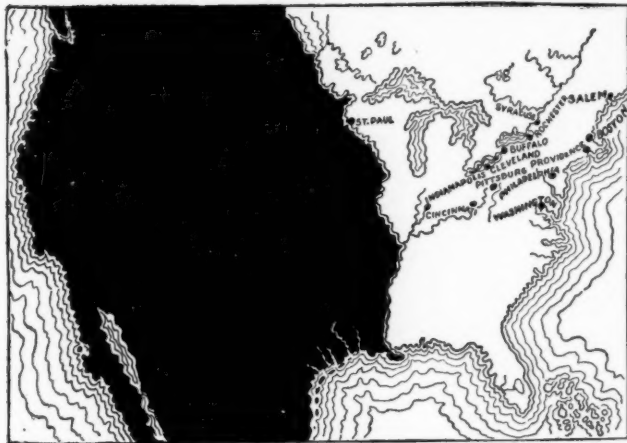
Doubtless ere this many people have seen and mentally digested the striking advertisement of a well-known bicycle. This advertisement is a panel, to be hung on a wall. It represents a scene in Africa, when a body of Arabs are chasing a British soldier. The Arabs are mounted on the traditional fleet steed, while the soldier is on a bicycle. Of course he is escaping. They can't catch him. The incident is illustrated in bright colors, and is striking, pleasing in ensemble, and spiritedly pictured. But what spoiled it for me is the fact that the soldier is smoking a pipe. This is too Munchausen! It is not a "cuddy" such as Tommy Atkins might be supposed to smoke. It is a briar, with a nice, curved stem. Not two spear lengths behind the rider is an Arab, foremost of a swarthy line of fellows, urging his horse and bending over in order to stick the fugitive as soon as possible. One would think that this proximity, and the visions of a bursted tire, would at least make the soldier bite in two his pipe stem—but no. He calmly pedals ahead, enjoying his tobacco. He is not even perspiring. Only the poor Arabian horses are perspiring and are flecked with foam.

Now I am free to confess that this advertisement left a sneer in my memory. It does not ring true. It is too far-fetched. Let the man on his flying wheel escape if you please, but let him do it on its merits as a feat. He need not lie about it. If it was necessary to bolster up the story with a pipe and a smile there is something wrong about the whole thing.

This is but one example of the ridiculousness and the harmfulness of many illustrations of advertisements. A picture may ruin whatever good effect may be produced by the wording.

Why should advertising, in its present state of perfection, tolerate these blemishes? Why should it be thought necessary or elegant or forcible, in order to exploit cloaks of a certain make, to use as models young women with teeny-weeny waists—waists never seen on human being? Cloaks that fit such waists surely have no claim to public favor. Why, to prove how convenient is a certain extensible bookcase, should a little girl be represented as lifting with the tips of her fingers a section—empty, of course, but nevertheless not a toy! This letter is not hyper-critical. It is simply a brief commentary on the way many advertisements strike an average observer. If an advertisement is open to adverse criticism from a lay reader, so to speak, it is not a perfect advertisement. There is such a thing as trying too hard to convince.

THE number of churches that advertise is constantly increasing.



"PRINTERS' INK" OFFERS A STERLING SILVER SUGAR BOWL TO THE DAILY NEWSPAPER PRINTED EAST OF THE MISSISSIPPI RIVER BUT OUTSIDE OF THE CITIES OF NEW YORK AND CHICAGO THAT GIVES ADVERTISERS THE BEST SERVICE IN PROPORTION TO THE PRICE CHARGED. NEWSPAPERS BELIEVING THEMSELVES ELIGIBLE ARE INVITED TO SET FORTH THEIR CLAIMS IN A LETTER TO THE EDITOR OF "PRINTERS' INK."

TOO AMBITIOUS.

Office of
"Rockland Daily Star."

ROCKLAND, Maine, March 23, 1900.

Editor of PRINTERS' INK:

As I understand the matter it is not a question of large circulation, but of effective circulation in the Sugar Bowl contest. If I am correct in this, the *Rockland Daily Star* should receive the award. On account of the peculiar situation no other daily can reach Rockland until 10.40 a. m. and the Boston papers not until 4.20 p. m., leaving the *Star* without competition in three counties with a population of 81,000. The *Star* is the only morning newspaper published on the Maine coast east of Portland, which it covers, with the island towns, four to twenty-four hours before any other daily is obtainable. With very few exceptions, the readers of the *Star* see no other daily newspaper and can be reached by advertisers through no other medium. As a consequence, in proportion to its circulation, no paper can give advertisers better results. Yours truly, D. N. THAYER.

The *Rockland Daily Star* is credited in the American Newspaper Directory with a J K L circulation, which means less than a thousand copies per issue. Its rate for yearly advertising is \$21.25 per inch. If we assume that the *Star* has 1,000 circulation this would mean about one-

half a cent per line per thousand of circulation. Pitting this rate against the *Philadelphia Record's* one-ninth of a cent, it is easy to see that the *Rockland Star's* ambition exceeds both its modesty and its capacities.

SINCE going to press with the issue of PRINTERS' INK for March 28th the *Boston Globe* has rectified its circulation statement on file with the American Newspaper Directory and now asserts that its actual average issue for the year 1899 was 188,329 copies per day, week days, and the Sunday average was 250,562 complete copies, thus doing away with the dubious meaning of the words "press room average" previously insisted upon. It is also due to the family who control the destinies of the *Globe* that the Little Schoolmaster should let it be known that the faulty statement which has so greatly troubled the editor in charge of the Sugar Bowl award was not signed by General Taylor, the senior proprietor, but by his son, Charles H. Taylor, Jr., who is at present only a colonel.

INSURANCE JOURNALISM.

IN PRINTERS' INK of February 28th there was an article on "Insurance Journalism," by Clarence Axman. To this Mr. W. S. Schermerhorn, editor of the *Insurance News* of Philadelphia, sends at this late day the following reply:

"Too many insurance journals!" Why, of course there are; but what are you going to do about it? The same remark applies to newspapers, magazines, novels and divers other concoctions made up of brains, twaddle, lies, printers' ink, cold type and so forth. For some years past we have been amused at effusions which appear at intervals, and take these words as a peg on which to hang their sage comments. Sometimes these have been marked by moderation in tone and logic in dissertation. Others have emanated from disgruntled and cynical pessimists. The motto of the latter—practically, though not nominally—is, "With malice towards all, and charity for none"! Of all the attacks upon insurance journalists, however, which we have seen lately, that which "takes the cake" for venom, malignity and in some places mendacity, is an article recently published in PRINTERS' INK and written by "one of the cloth"! Not only this; it is the production of a man who is himself a correspondent for an insurance paper not yet six months old! He animadvert in the bitterest language upon the evil, but fails to point out a remedy. And yet he knows very well that the companies have it in their own power to check its growth. Were they to discriminate; put each paper upon its own merits; flatly refuse to support newcomers; turn the cold shoulder to blackmailers, regardless of consequences; and, in short, exert themselves in the proper and sensible way, then this parrot cry of "too many insurance journals" would cease to be heard. As long as insurance companies are doing business there will be insurance papers, and he would indeed be both an ignorant and a foolish fellow who contended that there is no legitimate place for them in the sphere of underwriting. That they have done great good in the past; are still doing it; and will so continue, are facts which are beyond a doubt. As to those that are of no account—or worse—well, the law of the "survival of the fittest" applies here as elsewhere; is all-powerful and may be depended upon to abate the evil of "too many insurance journals" in the course of time.

AGRICULTURAL.

Sixty years ago there was not a single book or paper published on this continent devoted to agriculture, nor was there a periodical of any kind published in the interest of horticulture, dairying or any branch of the live stock industry.—*Agricultural Advertising.*

ALL in all advertising is a trade, and it is just as necessary for us to hire a mechanic at advertising as it is to hire mechanics in the factory.—*Agricultural Advertising.*

ON CLASSIFICATION OF ADS.

In regard to the classification of advertisements in the magazines, a correspondent writes:

I have before me a copy of the *Century Magazine* of March, 1886, in which there was little, if any, effort to classify the ads. Pears' Soap, Bailey, Banks & Biddle's Precious Stones, Memorial Tablets and Microscopes, Cash Boxes and Tin Shingles, Invalid Chairs and Hat Hooks, La Page's Glue and Steamer Chairs, Boston Heaters and Refrigerators, Stud Horses and Trusses, Hose Pipes and Crazy Quilts, Dinner Sets and Opium Cures, Raven Shoe Gloss and Straight-cut Cigarettes, Buggies and Corsets, Shoes and Magic Lanterns, Garden Seeds and Nursing Bottles, Pond's Extract and Worcester's Dictionary, etc., is the way the ads follow one another. *McClure's Magazine* for March, 1900, is very different. Ten pages of book ads are nicely arranged together. So are Garden Seeds, Bicycles, Pianos, Organs, Cigars, Paints, Typewriters, Phonographs, Toilet Preparations, Cereals, and so on down the long list of advertisements. If it were not best for all concerned to classify the advertisements the publisher would not do it. It is less expensive to dump them in as they come than it is to put them in as they now appear in the best publications.

PROVIDENCE APPROVAL.

A well-known advertiser of Providence, R. I., whose name PRINTERS' INK may not mention, writes thus to the Little Schoolmaster:

Your recognition of the facts as regards the circulation of the *Telegram* of this city, although tardy, will be of benefit to the Newspaper Directory. This company has not used the *Telegram* merely because we were aware that the circulation statements of that newspaper were incorrect to the extent at least of two-thirds. The publisher has extracted rates corresponding to the alleged circulation, whereas the daily edition does not have a paid circulation of 12,000. A publication in this city, the *Advertiser*, has underestimated the circulation, placing it under 5,000. This was no doubt due to the fact that the circulation other than that of carriers and newsdealers was not included. The claim of 35,000 or more has been a bald falsehood. The Proprietary Association (patent medicine manufacturers) has the facts in the case of the *Telegram* and they will not be humbugged in the future as in the past. This company has never subscribed for the Newspaper Directory because of the tremendous inaccuracy of the rating of the *Telegram* and of errors in other circulations that we know about.

Do not consider any query too trivial to answer. You may know a lot about your own goods, but how is the other fellow to know unless you tell him?—*Farm Poultry.*

THE "INTER-OCEAN" CASE.

In a suit for \$50,000 damages filed in the Superior Court yesterday the Advertisers' Guarantee Company of Chicago charges the Inter-Ocean Publishing Company with falsifying its circulation reports. The falsification was accomplished, it is asserted, by means of a set of books kept and exhibited for the purpose of deceiving the plaintiff company into guaranteeing the *Inter-Ocean's* subscription lists.

The declaration is made that the defendant claimed a paid circulation for the month of September, 1899, of more than 65,000 copies daily, while the actual circulation was less than 50,000. The legal narrative alleges that the defendant claimed a daily circulation of 60,000 and a Sunday circulation of 91,000 for the month of October, 1899, while, as a matter of fact, the daily edition's circulation was less than 40,000 and the Sunday edition's below 65,000.

In November, 1899, according to the declaration filed by the Guarantee Company, the Inter-Ocean Publishing Company claimed that the *Daily Inter-Ocean* had a circulation of 69,000 daily and a Sunday circulation of 91,000, when the alleged correct figures were 45,000 daily and 65,000 Sunday. It is further alleged in the plaintiff's bill that the *Inter-Ocean* claimed a daily circulation of 69,000 and a Sunday circulation of 90,000 for December, 1899, while the actual list of subscribers during that period was less than 50,000 for the daily and less than 70,000 for the Sunday edition.

The plaintiff's bill, which is a recital of more than fifty typewritten pages, sets forth in detail the nature of its guarantee business. Special stress is laid upon the fact that it furnishes as surety to the advertising public of the United States and Canada a bond of \$50,000 as indemnity that its "expert examination" and reports of newspaper and periodical circulation are accurate and reliable.

The Inter-Ocean Company, it is declared, entered into a contract for the guaranty of its daily circulation on September 30, 1899, by

the terms of which contract it was to furnish to the Guarantee Company "free access to its pressroom, books, papers, records, etc." "Unmindful of its duty thereunder," the declaration continues, "the defendant company wholly failed and made default therein, and for the purpose of deluding and deceiving said plaintiff and of deceiving the public into believing it had a much larger circulation than it really had" led the Guarantee Company to make public report of a circulation larger than actually existed. The Guarantee Company avers that never before in its business career had it "furnished or guaranteed, or been suspected of furnishing or guaranteeing, inaccurate, unreliable and false information."

October 1, 1898, the declaration continues, the defendant corporation "wilfully and knowingly, falsely and fraudulently, furnished unto the said plaintiff books, papers, records, etc., purporting to be records showing the circulation of the said newspapers and each of them, which were false, untrue and inaccurate, and then and thereby represented to the said plaintiff that said books, papers and records were the books, records and papers showing the circulations of the defendant's newspapers and each of them." These records, it is alleged, "were inaccurate, false and untrue and purposely kept so in order to deceive the plaintiff company into the belief that the average daily circulation of said defendant's newspaper, the *Daily Inter-Ocean*, was larger than it really was."

Damages are sought from the defendant publishing company on the ground that the alleged falsified reports, disseminated by the Guarantee Company to the advertising public, have brought it, the plaintiff, into "disrepute with its neighbors and patrons" and caused a loss of business which has materially and financially injured it to the extent of \$50,000.

It is alleged that after the contract with the defendant went into effect and the Guarantee Company began to publish the "certified record" of the circulation of the two editions of the *Inter-Ocean* that numerous complaints were re-

ceived by the plaintiff, asserting that the circulation reported was erroneous and excessive. On this account the Guarantee Company claims it began to lose customers and was unable to induce newspapers or periodicals to make contracts with it.

In the month of December, 1899, it is declared, the plaintiff began to suspect that the books and records shown to it by the Inter-Ocean Publishing Company did not show the actual paid circulations of the publications. Acting on this suspicion, the examiners of the Guarantee Company were set to work it is averred, on the lists furnished by the Inter-Ocean Company as the names of actual subscribers and agents. It is asserted that from the list 150 persons named on the books as residing in the States of Illinois, Michigan, Indiana, Wisconsin and Iowa, and purporting to be wholesale agents who purchased 28,000 copies daily and a like number of Sunday papers of the defendant, were found

to be fictitious persons. On this point the language of the declaration is: "And the books, records and papers containing the names and addresses and purporting to show that such persons had purchased such newspapers were not genuine, but were fictitious and had been prepared for the purpose of deceiving the plaintiff and through the plaintiff the advertising public; that the said books were false and were known by the defendant to be false."—*Chicago (Ill.) Record, March 20, 1900.*

PAUL NATHAN'S VIEW.

Some people contend that the advertising matter which is sent by mail should be sent under full letter postage to insure attention. In many cases this makes the cost prohibitive, and my experience has been that it is not only unnecessary but is wasteful if the advertising embodies originality and is done systematically, persistently and intelligently.—*Paul Nathan, in Profitable Advertising.*

IN advertising each case must be carefully studied and precedent must not be followed blindly.—*Profitable Advertising.*

A Good Fit...



WE have been looking for some one who could comfortably wear the shoes that Carl left. We found him—

MR. T. L. LOOMIS

An experienced grocery man, well and favorably known in Pasadena, after taking his place in the store for a week, has convinced us that he will fill the bill. With Charley Baker, the good disposition, the polite gentleman and correct mathematician, on the wagon, we flatter ourselves that we have as good a force as can be found in any grocery house in Pasadena. Yours for the most of the best for the least,

Davis & Owen

229 EAST COLORADO ST.
Phone Black 1222...

"HAD IT IN FOR THE 'HERALD.'"

NEW YORK, March 24, 1900.

Mr. Peter Dougan:

The Baltimore *Herald* folks say that their attention has been directed to an article on page 13 of PRINTERS' INK of March 21st purporting to be an interview with L. G. Turner, of Baltimore. They say that Mr. Turner is very much annoyed at being misquoted in this story. He states absolutely that he never said the *Herald* and the *World* were not worth the prices asked for their advertising. They say further, to show you how inaccurate the story is in its entirety, Mr. Turner never advertises in Sunday papers, nor did he say anything to his interviewer about placing his orders for printing in Philadelphia and England. It would seem from the investigation made by the *Herald* folks that Mr. Heywood is a solicitor for a Philadelphia printing house, and the wish to get Mr. Turner's order was apparently "father to the thought." The *Herald* folks learn that Mr. Heywood was employed by that paper some years ago and was discharged by the late Mr. Bechhofer at the time he was general manager. Ever since that time he seems to "have had it in" for the *Herald*. His interview with Mr. Turner has been inaccurately stated and naturally the *Herald* folks think it has done them a distinct injustice. The *Herald* folks feel that some correction should be made to put them right.

Yours truly, S. C. BECKWITH.

THE "SENTINEL'S" VIEWS.

Office of

"THE KNOXVILLE SENTINEL."

KNOXVILLE, Tenn., March 22, 1900.

Editor of PRINTERS' INK:

At one time Lord & Thomas, advertising agency of Chicago, placed a great deal of advertising in newspapers. The last few years they have been trying to confine their business to magazines. One of their best clients is Armour & Co. and the great bulk of their business is placed in the magazines. However, Lord & Thomas, to show their generosity to the newspapers, are sending out a calendar of Armour & Co., which costs to produce, say, 25 cents. The postage on the calendar is 6 cents and wrapper, etc., about one cent. Along with the calendar they send a letter under separate cover calling the paper's attention to the calendar and requesting the paper to give a complimentary notice, inclosing a "prepared" one of about 50 minion lines. Like all good things, they cost the newspapers composition and space and shrewd advertising agents and their clients a nominal sum of 20 or 30 cents. The matter should be relegated to the waste basket. Were Lord & Thomas placing more business with daily newspapers, some consideration could be expected in their behalf, but none for Armour & Co., who ignore the dailies and take the monthlies. Very respectfully,

THE KNOXVILLE SENTINEL Co.,

R. H. Hart, Mgr.

CONFIDENCE in one's self assists many a man to success where others of superior attainments, but lacking self-reliance, fail.—Benjamin Wood.

AN OLD TIMER.

DUNSMUIR, Cal., March 17, 1900.

Editor of PRINTERS' INK:

The inclosed ad, clipped to-day from the Petaluma (Cal.) *Courier*, has been running in that paper for over twenty-four years without a change—all of that time in the weekly edition and for many years in the daily. I was working in

**HIDES TALLOW
POULTRY, EGGS
WOOL, GAME
FRUIT
VEGETABLES ETC**
THE HIGHEST MARKET PRICE PAID

—AT—

PHILIP DUNN'S.

WASHINGTON ST. PETALUMA — 24700 —

the office as a compositor when W. F. Shattuck, now of the Pacific States Type Foundry, San Francisco, set the ad, and having taken the paper ever since, know positively that the ad has remained intact during the time stated. It is sent as a curio. Yours, etc.,

R. H. WHITSON.

NEWS NOTES FROM THE HUB.

BOSTON, Mass., March 26, 1900.

Editor of PRINTERS' INK:

Thomas W. Lawson's bill to prevent anonymous and false advertising has been favorably reported to the Legislature by committee in charge of it.

The Boston *Globe* has become so independent in its advertising policy and so apprehensive of free reading notices creeping into the paper without the sanction of the counting-room that strict orders have been given to reporters not to mention under any circumstances such well-known names as Winchester and Remington in referring to weapons, Colts, in speaking of revolvers, Rough on Rats and many others.

In the recent investigation that has been going on at the State House it developed that the Massachusetts Pipe Line Company has spent many thousand dollars during the past two years in newspaper editorials, distributed among the leading papers of the city to bring the public to view in a favorable light the promoting schemes of the company. Thomas W. Lawson, by some of his testimony, created a sensation in the city, exposing the purchasing of editorial columns by the wholesale and the bribing of legislatures by the company's secret agents. F. W. H.

THE man who tells what he has to sell, why it is good, and just how and why he is able to make low prices, is the man who is going to get the business.—Tobacco Leaf.

THE advertiser can command full measure in circulation as he can in flour or corn or coffee.—Munsey.

ONE MAN'S PLAINT.

NOTTINGHAM, Eng., Mar. 16, 1900.
Editor of PRINTERS' INK:

The vicar of my parish is coming over to New York with a club to have a nice, quiet little talk with you. As I receive **PRINTERS' INK** on Sunday mornings and as I must immediately assimilate its contents, my attendance at church has become very erratic. The vicar says that if I cannot break my bad habit he'll murder the editor and smash up the paper. What must I do, give up **PRINTERS' INK** or become an out and out backslider?

Yours faithfully,
 W. L. DE S. LEMONT, B. A.
 Proprietor Howard's Powders, the instantaneous cure for headache.

NEW ATHENS INGENUITY.

NEW ATHENS, Ill., Mar. 23, 1900.
Editor of PRINTERS' INK:

The business men of New Athens at their last meeting set aside a liberal appropriation to advertise the town, their method of procedure being thus: Desiring a paper mill and believing this a good location for such an industry, an advertisement will be run in a trade paper of that class (taken from Rowell's Directory), setting forth the advantages of this town along that special line; a tile factory is wanted and will be sought in a like manner through periodicals devoted to that class.

Respectfully, JNO. W. WIEGAND.

A POSSIBLE REASON.

Every incoming postmaster-general of late years has claimed that the mails are burdened with second-class mail matter, the carrying of which causes great loss to the Government. It is easier to make this charge than to prove the condition. This cheaper postage on newspapers has been granted by the Government on the ground that it was the means of disseminating valuable information, of educating the people and of making them more intelligent. We never could see why the same reasons did not apply to the distribution of good books, unless it might be that newspapers are possibly able to serve the causes and ambitions of politicians more effectually than are good books.—*National Printer Journalist.*

ENGRAVING BY ELECTRICITY.

In a recent number of the *Zeitschrift fuer Elektrochemie* there is an article by Dr. Langbein on a process of engraving dies by electrolytic etching, which is now ready to be used by a German company. A negative cast of the original is made of plaster of Paris or any other suitable porous material, and is saturated with the electrolyte; this cast is then connected as a whole with the negative pole of an electric source. It is then pressed slightly against the metal plate to be etched, which is connected with the positive pole. By this contact the circuit is closed, so that the points where the negative cast touches the metal plate, the metal of the latter is dissolved, thus forming the exact counterpart of the negative cast. The contact should be made only for a moment, the cast being then removed and the metal plate brushed off in order to remove the insoluble materials contained in the metal; contact is then made again and the process repeated. As it is of utmost importance that at the successive contacts exactly the same points are in contact with the metal, this part of the process is to be accomplished by an automatically operating machine; the brushing off is also done automatically by means of a quickly rotating brush. To etch a steel plate to a depth of forty mils, it must be touched with the negative about 600 to 700 times, each time for twelve seconds, four to five hours being required for the whole process. The best electrolyte for etching steel is a solution of ten per cent of chloride of ammonium, with some hydrochloric acid. The best current is 1.3 amperes per square inch, at eight to twelve volts. The voltage must be regulated; it has to be smaller at the beginning of the process, when only the highest points of the negative cast are touching the plate. Great difficulty was experienced in getting a good quality of plaster, as it must be hard and its porosity should be neither too hard nor too small.—*American Electrician.*

ADVERTISING is not a mystical, mysterious proposition. The ordinary laws of cause and effect apply in advertising just as they do in mechanics or to the sciences.—*Agricultural Advertising.*

TANGLEFOOT

Does You a Great Service Besides
 Relieving You of Flies.



By this time you know that flies carry contagious diseases from one person to another.

The question is: How can you prevent them from infecting you? If you let the fly buzz about in your room, the germ which it has just picked off from someone in the neighborhood suffering from typhoid fever, diphtheria, scarlet fever, etc., may become detached, and you may inhale it.

If you let the fly walk over your food, the germ may stick to that, and you will soon have it where it wants to be.

But if something will catch and hold both the germ and the fly before they alight on your person or food, you will be protected.

There is only one thing made that will do this. It is **TANGLEFOOT STICKY FLY PAPER**. It catches the germ as well as the fly and coats them both over with a varnish from which they can never escape.

TAKING TIME BY THE FORELOCK.

MEDICAL PUBLICATIONS.

In the March issue of the American Newspaper Directory for 1900 seventeen medical journals get credit for actual average issues of more than ten thousand copies and it is noticeable that all but six of the seventeen are rated in exact figures from publishers' annual report on file in the Directory office, which may warrant a conclusion that the six in question are not particularly anxious for a competitive examination as to comparative circulation.

The weeklies in above class are Chicago *Journal of the American Medical Association*, owned and controlled by physicians, with an average issue in 1899 of 13,672—the largest circulation of any medical weekly in America; and the Philadelphia *Medical Journal*, with average for 1899 of 10,980. The New York *Medical Journal*, from a scientific and medical standpoint, is at least as well regarded in the profession as any other publication that could be named. From an issue of 10,250 in 1895 it reached 12,171 in 1897, since which time no report in detail has been made. A letter rating in 1898 gives it credit for an issue exceeding 7,500 copies. The probabilities are, however, in the opinion of the writer, that an up-to-date rating, if obtainable, would place the record, in point of issue, above 10,000.

There is but one semi-monthly in the 10,000 class, viz.: New York *Pediatrics*—actual average for year ending June 15, 1899, 10,958.

Among medical monthlies the St. Louis *Medical Brief*, from an average of 33,092 for year ending September, 1898, gets estimated issue exceeding 20,000 in 1899. To the New York *International Journal of Surgery* is accorded an average in 1898 of 28,310 and an estimate exceeding 20,000 in 1899. The Chicago *Alkaloidal Clinic* for 1899 reported an average of 24,166. The New York *Modern Medical Science* had an estimated issue in 1899 exceeding 17,500 and the *Public Health Journal* 12,500. In Philadelphia the *Medical World* reports an average of 25,553 in 1899; the *Medical Council's* average for year ending October, 1899, was 16,905; the *Cyclopedia of*

Practical Medicine's for year ending October, 1899, 10,186 and the *Medical Summary* in 1899, 10,000. The St. Louis *Medical Mirror* reported an average in 1899 of 12,806. The Toledo (Ohio) *Medical Compend's* average in 1899 was 10,000.

The *American Journal of Dermatology*, St. Louis, bi-monthly, reported an average in 1898 of 26,250 and had an estimated issue in 1899 exceeding 20,000.

Leonard's Illustrated Medical Journal, quarterly, in Detroit, is given an average for 1899 of 14,295 and the New York *Bulletin of the Pasteur Institute*, also quarterly, which reported an average in 1897 of 25,100, is credited with exceeding 17,500 in 1899. The Directory editor intimates that it may not be now published—he has seen no late copy.

There is a temptation to prolong this review and refer to the dozen or more journals of over 4,000 circulation that report exact issues with some regularity year by year, but the Directory may be left to tell the story in detail for each one interested.

WOMAN SUFFRAGE.

The March issue of the American Newspaper Directory for 1900 catalogues six newspapers devoted to woman suffrage which get credit for actual average issues of more than 1,000 copies. The *Woman's Tribune* of Washington, D. C., bi-weekly, records no issue in 1898 of less than 4,000 and gets an estimate for 1899 exceeding 2,250. In 1894 the *Woman's Column*, Boston, monthly, had an average of 15,500, but failure to make further reports caused a regular descending scale in estimated output until from partial statistics furnished in 1898 the maximum was placed at exceeding 1,000. With this the publisher expressed dissatisfaction, but appeared unwilling to convey information to warrant a higher rating. The *Boston Club Woman*, monthly, has been raised from an estimated issue of less than 1,000 to exceeding 4,000 in 1899, and the *Woman's Voice*, monthly, reports an average in 1899 of 2,750.

SPORTING PAPERS.

Under this general head are included publications devoted to sports—athletics, cycling, golfing and, incidentally, road-making. In the March issue of the American Newspaper Directory for 1900 ten such publications get credit for average issues of more than ten thousand copies. They are considered in order, viz.: Chicago *Sports Afield*, monthly, average issue during 1898, 22,916; in 1899, 24,167. Boston *Illustrated Police News*, weekly, has never made a definite statement for Directory; estimated issue exceeds 12,500. *Elliot's Magazine*, monthly, cycling, average issue year ending March, 1898, 93,791, no later detailed report; 1899 estimate exceeds 40,000. *Golfer*, monthly, a handsome magazine, reports average in 1899, 50,000. There is a roundness and evenness about the circulation figures of the *Golfer* that awaken wonder as well as admiration. Of the St. Louis *Sporting News*, weekly, no detailed report since 1895 has been recorded; the present estimate of its issues exceeds 17,500. New York *National Police Gazette*, weekly, has never made a circulation statement for the Directory that could be considered definite or satisfactory; the present estimate of its issues exceeds 17,500. It is not by any means the power in the sporting world it once was. *Rider and Driver*, a very handsome weekly, reported 20,000 in 1895. The estimate for 1899 exceeds 12,500. This is probably too high. *Outing's* monthly average as per report filed in 1896 of 88,148, was questioned and its publisher has made no report since. The estimated issue in 1898 exceeded 40,000; in 1899 it exceeded 20,000. New York *Rudder*, monthly, reported an average in 1899 of 11,458. Cincinnati (Ohio) *Sportsman's Review*, weekly, ceased to give definite information after a report of 21,210 in 1894; estimate for 1899 exceeds 17,500. The New York *Clipper* is one of the oldtime weeklies devoted largely to sports and the drama. It was always a good paper and an acknowledged authority in its several lines. Possibly the *Clipper*

may be as good to-day as ever; but an apparent persistency in refusing information to the Directory as to circulation during a long period of years results in a decline from estimated issue exceeding 12,500 in 1891 to exceeding 4,000 in 1899. An expert whose opinion was asked believes the Directory figures high enough, but asserts that the bull's eye mark (●), of peculiar excellence, ought to be accorded to the *Clipper*, for it is probably as true of it as of any paper described in the book that advertisers value it more for the class and quality of its circulation than for the number of copies printed.

* This mark, familiarly known as the bulls eye (●), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (●).

LAW PUBLICATIONS.

In the March issue of the American Newspaper Directory for 1900 four publications, legal in character, get credit for actual average issues of more than 10,000 copies. The St. Paul (Minn.) *National Reporter System*, weekly, a combination of State and national reports of great value, probably leads, with an average in 1898 of 27,769, pretty well distributed throughout the entire country. Its estimated issue in 1899 exceeds 20,000. The Northport (N. Y.) *Law Notes*, monthly, similar in character but of less general scope, showed an average for 1898 of 25,000 and has an estimated issue exceeding 20,000 in 1899. The Rochester (N. Y.) *Case and Comment*, monthly, for year ending February, 1900, reported an average of 27,500. This may place it at the head of the list. The New York *Mercantile Adjuster and Lawyer and Credit Man*, monthly, has increased from 7,875 in 1895 to 11,916 for year ending November, 1899.

TYPE is talk. It is your voice to represent your emphasis and gestures.—Kuh, Nathan & Fischer.

ANTI-PROHIBITION.

The Directory names three weekly papers in this class accorded an average issue of more than 1,000 copies, viz.: *Chicago Champion of Fair Play*, smallest issue in 1894, 7,500; has not since made a report; 1899 estimate exceeds 2,250, but no recent copy has been seen and it may be dead. *Detroit Truth*, no definite figures furnished since 1894; latest estimate exceeds 2,250. *Minneapolis Both Sides*, actual average in 1898, 1,254; in 1899 estimate exceeds 1,000.

HORTICULTURE AND FLORICULTURE.

In the March issue of the American Newspaper Directory for 1900 eleven publications devoted to Horticulture and Floriculture get credit for actual average issues of over 10,000 copies. Those rated from publishers' statements, in exact figures, are *Lionia* (Pa.) *Park's Floral Magazine*, monthly, subscription 50 cents, average for year ending March, 1899, 354,997—by far the largest circulation accorded to any publication of its class; *Springfield* (Ohio) *How to Grow Flowers*, monthly average for 1899 was 106,666—an increase from 51,666 in 1897, and *St Joseph* (Mo.) *Western Fruit Grower*, monthly average of 10,000 for year ending October, 1899, and *Pulaski* (N. Y.) *Fruit Farmer*, quarterly, average 10,000 in 1899.

None of the remaining seven publications have made a late report and their present estimated issues are in each case designated by a circulation letter. The *Floral Park* (N. Y.) *Mayflower*, monthly, had an average of 232,000 in 1896. Nothing definite has since been learned; estimate exceeds 75,000—the largest given under Directory rules in the absence of a publication statement. *Reed City* (Mich.) *Success with the Garden*, monthly, exceeding 20,000. *St. Paul* (Minn.) *Home and Garden*, monthly, appears to exceed 40,000; *Rochester* (N. Y.) *Green's Fruit Grower*, monthly, claimed 51,000 in 1895 and seems entitled now to exceeding 20,000; *Vick's Illustrated Magazine* of Rochester, N. Y., has

varied from an estimate of exceeding 75,000 in 1891 to exceeding 20,000 in 1899; *West Grove* (Pa.) *Success with Flowers*, monthly, from 75,000 in 1895 gets exceeding 20,000 in 1899; *American Gardening* of New York, weekly, from an estimate exceeding 17,500 in 1891 has a present estimate exceeding 12,500.

Mention should be made of *Des Moines* (Iowa) *Western Garden*, monthly, actual average for year ending November, 1899, 9,875.

DAIRY PUBLICATIONS.

In the March issue of the American Newspaper Directory for 1900 six publications in Dairy interests get credit for actual average issues of over 5,000 copies. The *Practical Dairyman* of Indianapolis appears to lead, with an average in 1899 of 20,416. *Hoard's Dairyman* of Fort Atkinson, Wis., doubtless comes next in order. PRINTERS' INK recalls a time when publisher Hoard bitterly opposed the Directory and criticised with severity its insistence upon receiving necessary facts in detail to establish an exact circulation rating. It recalls the surprise occasioned upon receipt of just such a report as was wanted from the *Dairyman* in 1894, showing average issue for that year of 19,068 and Mr. Hoard's expressed gratification when the Directory appeared with these figures in cold type. It seemed to change his views materially as to Directory methods and evoked somewhat of approbation for its system and thoroughness. Another report followed for the year 1896 and again appeared the average, this time it was 21,035; but nothing later in the necessary detail has come to hand from the *Dairyman*. It is now rated D—estimated to exceed 17,500. The *Chicago Dairy and Creamery*, semi-monthly, was established in 1898 and its issue is believed to exceed 7,500. The *Waterloo* (Iowa) *Creamery Journal*, monthly, reported an average in 1899 of 10,566 and the *Lincoln* (Neb.) *Dairyman* an average of 5,025, while the *Grand Rapids* (Mich.) *Cheesemaker's* average in 1899 was 7,000.

BARBERS AND HAIR- DRESSING.

The March, 1900, American Newspaper Directory shows five publications, all monthly, devoted to barbers and their pursuits, accorded an average issue of 1,000 or more copies. Four are rated in actual figures from publishers' detailed reports on file. The Philadelphia *National Barber* leads, with an average of 24,458, then comes the Cleveland *Barbers' Journal*, with 6,042, the Topeka (Kans.) *Western Barber*, with 5,375 and the St. Paul (Minn.) *Professional Barber*, with 2,375.

LIVE STOCK PUBLICATIONS

In the March issue of the American Newspaper Directory for 1900 six publications devoted especially to live stock get credit for actual average issues of over 20,000 copies. The *Daily Drovers' Journal* of Chicago reported an average in 1898 of 37,149, but in the absence of later information gets in 1899 exceeding 20,000; the *American Swineherd's* monthly average for 1899 was 39,125, and the Minneapolis (Minn.) *Farm, Stock and Home*, semi-monthly, in 1899 averaged 43,916; the Des Moines (Iowa) *Poultry Farmer*, monthly, from an average of 31,500 in 1898 gets exceeding 20,000 in 1899; the Quincy (Ill.) *Reliable Poultry Journal's* monthly average in 1899 was 36,750; the Boston (Mass.) *Farm Poultry*, semi-monthly, reported an average in 1898 of 27,498; its present estimate exceeds 20,000.

The following publications, furnishing up-to-date reports of circulation, are all rated for past year in exact figures: Chicago *American Bee Journal*, weekly, 7,757; Des Moines (Iowa) *Western Garden and Poultry Journal*, monthly, 9,875; Boston *American Stockkeeper*, weekly, 6,000; Warsaw (Mo.) *Poultry Topics*, monthly, 6,978; Syracuse (N. Y.) *American Poultry Advocate*, monthly, 18,333; Medina (Ohio) *Gleanings in Bee Culture*, semi-monthly, 12,437; Springfield (O.) *Pets and Animals*, monthly, 11,025; Woodward (Okla.) *Live*

Stock Inspector, monthly, 8,650; Dallas (Tex.) *Stock and Farm Journal*, weekly, 17,012; Winnipeg *Nor-West Farmer*, semi-monthly, 10,154.

SCIENCE.

In the March issue of the American Newspaper Directory for 1900 two publications devoted to science require particular mention: the St. Louis *Word and Works*, a monthly paper devoted to scientific subjects and home literature, which by no means can be considered a scientific paper in any technical sense, from its regularly furnished circulation statements, the latest showing an average for 1899 of 30,962, and the New York *Scientific American* from its general superior excellence; but so far as circulation statistics are concerned the *Scientific American* is a poor model. There appears to have been no report from it in the Directory office at any time. From an estimated issue exceeding 40,000 in 1894 it stands at exceeding 20,000 in 1899. Perhaps this is too low, but if it is the publishers could easily secure its correction. Apparently they do not care. It is one of the best of American weeklies. Every number is full of interest. Its advertising rates are high, but its patronage is large. As a money maker the *Scientific American* has long been regarded as a sort of private mint. If any paper is deserving of that distinguishing mark of excellence, the bull's eye (☉), it is surely the *Scientific American*. This mark is stated in the Directory page of explanations to indicate that advertisers value the paper so marked more for the class and quality of its circulation than for the number of copies printed and Webster's Dictionary indicates that among the old chemists gold was symbolically represented by this (☉) sign.

* This mark, familiarly known as the bulls eye (☉), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (☉).

EDUCATIONAL INSTITUTIONS.

The numerous publications issued by students and devoted to collegiate or academic news are most of them distinctly local in circulation and appear during school or college terms. There are but five having credit for printing more than 1,000 copies and none of these seem to consider an exact circulation rating of much account—probably because in each case the actual figures would prove so very small. The Boston *Harvard Graduates' Magazine*, quarterly, is the best of the lot. Its issue is thought to exceed 2,250 copies.

ARMY AND NAVY NEWSPAPERS.

In the March issue of the American Newspaper Directory for 1900 two papers only in this class get credit for an issue of 2,500 or more. The New York *Army and Navy Journal*, weekly, accorded an actual average of 6,524 in 1899, is doubtless the all-around best and most reliable paper of its class and may almost be taken as an official organ. The Nashville (Tenn.) *Confederate Veteran's* monthly average for 1899 was 20,165.

THE GRAND ARMY OF THE REPUBLIC.

Is represented by the Washington (D. C.) *National Tribune*, whose average issue for year ending with June, 1899, was 121,821 copies.

THE WOMAN'S RELIEF CORPS.

An outgrowth of the Grand Army, has for its organ the *Grand Army Advocate and Woman's Relief Corps Magazine* of Des Moines, Iowa; average issue in 1898, 7,604, estimated issue in 1899 exceeding 4,000.

ADVERTISING JOURNALS.

In the March issue of the American Newspaper Directory for 1900 seven publications devoted to advertising get credit for actual average issues of over 5,000 copies. PRINTERS' INK is glad to stand at the head of the list and shows an average in 1899 of 23,008; Columbus (Ohio) *Advertising World*, monthly, comes next, with 14,833

and then Cincinnati *Bill Board*, monthly, with 10,308; Chicago *Ad Sense*, monthly average is 6,905; *Agricultural Advertising*, 6,133; Boston *Profitable Advertising*, monthly, 5,983, and New York *Charles Austin Bates' Criticisms*, monthly, 5,583—all in 1899. It is noticeable that every one of the above publications furnished an up-to-date circulation statement and is rated in exact figures. The *Advertisers' Guide* of New Market, N. J., reported an average issue in 1899 of 4,375.

MATRIMONIAL PAPERS.

The March American Newspaper Directory for 1900 records three papers in this class—all monthly—as entitled to an issue of 1,000 or more. *Climax* of Chicago is strictly matrimonial and appears to be in great demand. Its regular average for 1895 was 25,155. The Directory estimates its 1899 issue as exceeding 17,500, but apparently business has fallen off. *Gunnell's Monthly* of Toledo may be entitled to exceeding 4,000 or more, although there has been no report furnished for several years. The only Eastern paper matrimonially inclined is the Stoughton (Mass.) *Messenger*, apparently contented with an estimated issue of 1,000 or more. Possibly these publications serve some useful purpose; just what is not, to the writer, quite apparent. No pun is intended.

AGENTS' PUBLICATIONS.

The March issue of the American Newspaper Directory for 1900 accords to three publications devoted to agents an average issue of over 4,000 copies. Philadelphia *New Ideas*, monthly, has but one circulation report on record; from that one its average in 1896 was shown to be 101,110; the estimated 1899 rating exceeds 40,000 and should probably be reduced; the monthly *Sun* of Philadelphia had an average of 31,405 in 1897 and is estimated to exceed 17,500 in 1899; the *Agents' Guide*, monthly, New York, has fallen from 74,750 in 1892 to an estimated 17,500 in 1899; the Covington (Ky.) *Union Agent*, monthly, reports an average of 4,041 in 1899.

NUMISMATICS, PHILATELY AND ANTIQUES.

Under this classification the American Newspaper Directory for March, 1900, catalogues ten publications accorded actual average issue of more than 1,000 copies. There appears to be one, however, devoted to Numismatics and only one having a circulation of at least 4,000, viz.: *Mekeel's Weekly Stamp News*, St. Louis, Mo. In 1895 its smallest issue was 11,500 but indications seem to sustain the present estimate—exceeding 4,000. The Salem (Mass.) *Antiquarian*, monthly, reported an average in 1898 of 1,508. The St. Joseph (Mo.) *International Philatelist*, for same period, 2,904 (1899 estimate exceeding 1,000), and the Berlin (Ont.) *Philatelic Advocate* in 1899, 3,192. The New York *Philatelist*, monthly, showed an average in 1899 of 1,591.

BREAKING IN A PEN POINT.

"All pens are alike to me," said the clever young woman, "and all pens would be alike to you, if you only knew how to break them in." Don't moisten your new pen between your lips before you begin to write. Don't say charms over it. Take your steel pen, dip it into the ink, then hold it in the flame of a match for a few seconds, wipe it carefully, dip it into the ink, and you have a pen that will make glad the heart within you."—*Washington Post*.

BOOKLET IDEAS.

Advertising booklets should be adapted to the people who are expected to read them. It will not do to strike an average between business man and housewife. Better issue literature for each separately to secure the best results. The business man wants to talk business. He wants specific information expressed tersely and abhors generalities or levity. Not so with the average housewife. If the chapters are brief, sketchy and written in a bright, chatty style they may be read. If in addition they contain information which the reader can use in her work or conversation, suggestions for new ways of doing things, or containing snatches of wit or repartee they will be read. A hearing once obtained, the facts may be sandwiched in between. A few novel recipes or methods of preparing foreign dishes are welcomed, and suggestions for serving food, table decorations, kitchen conveniences and arrangements, etc., will be appreciated by those not inclined to inquire how their neighbors do things. Give the business man his facts briefly with a story or an anecdote, and give the housewife reading to interest her and some new ideas to think about and experiment with, and the result is liable to be profitable.—*Progressive Age*.

FREE ADVERTISING.

The stately leading lady stood tinting her cheeks and biting her lips. The press had not made her name prominent for days. "Mr. Flood," she suddenly said to her manager, "are the lower boxes all engaged for to-night?"

"There is one left, Miss Flye."

"Just the thing! When I am alone before the house have several of the chorus occupy this box and start up a loud conversation. It won't take a minute for me to call them down and it won't take a day for it to get from Chicago to New York."—*Chicago News*.

A Cloud of Witnesses.

Famous Men and Women Truly as to the
Bleeding Cures Proprietary of
WARNER'S SAFE CURE.

Wm. L. Garrison.
I have used Warner's Safe Cure for many years and can say that it is the best remedy I have ever used for all the diseases of the blood and skin. It is a safe and reliable remedy and I can recommend it to all who are afflicted with these diseases.

John A. Dix.
I have used Warner's Safe Cure for many years and can say that it is the best remedy I have ever used for all the diseases of the blood and skin. It is a safe and reliable remedy and I can recommend it to all who are afflicted with these diseases.

John A. Dix.
I have used Warner's Safe Cure for many years and can say that it is the best remedy I have ever used for all the diseases of the blood and skin. It is a safe and reliable remedy and I can recommend it to all who are afflicted with these diseases.

John A. Dix.
I have used Warner's Safe Cure for many years and can say that it is the best remedy I have ever used for all the diseases of the blood and skin. It is a safe and reliable remedy and I can recommend it to all who are afflicted with these diseases.

John A. Dix.
I have used Warner's Safe Cure for many years and can say that it is the best remedy I have ever used for all the diseases of the blood and skin. It is a safe and reliable remedy and I can recommend it to all who are afflicted with these diseases.

John A. Dix.
I have used Warner's Safe Cure for many years and can say that it is the best remedy I have ever used for all the diseases of the blood and skin. It is a safe and reliable remedy and I can recommend it to all who are afflicted with these diseases.

A MINIATURE REPRODUCTION OF A HALF-PAGE ADVERTISEMENT IN A RECENT ISSUE OF THE NEW YORK "SUNDAY JOURNAL," WHICH "STOOD OUT" IN AN EXCELLENT MANNER.

A Mellin's Food Boy



FREDDY KEHL, CHICAGO, ILL.

A BABY THAT EVIDENTLY "GOT IT IN THE NECK."

LITTLE THINGS.

It's the little things of life—the seemingly insignificant things—that count. All great things are accomplished as a result of many little things. The phonograph was not invented as a result of one day's work; but constant study—the knowledge gained through the theory and practice of many small things—made it possible for Edison to invent the phonograph.

It's the little things of business that bring success. The large city department store has not attained its success as a result of a few large profits; but it's the combination of many thousand small profits that is responsible for the department store's success. It's but a little thing to sell an article that nets a profit of one cent; but who can say what after results may come from a small sale? Though insignificant in itself, it may prove the means of making subsequent profits of thousands.

It's the little things of business that

bring failure. A leak in a levee no larger than a pinhead may appear to be very insignificant, but unless speedily repaired it will soon grow into a rushing torrent that will spread death and destruction before it. It's a little thing for a merchant to cheat a customer on an article that sells for ten cents, but, like the leak in the levee, it grows and grows, until the fact that the customer was cheated becomes so well known that it keeps a good many people from trading at the dishonest merchant's store.

Minute attention to small details is the material out of which big businesses are built. A man may spend thousands of dollars in advertising, and yet the sales he failed to make by neglecting seemingly insignificant details may make him a bankrupt. Big things grow from little things. If the little things of business are attended to, the big things will take care of themselves.

TAYLOR Z. RICHEY.

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

THE values we offer are "solid marks" for your money.

BUY the best. It costs no more than the just as good.

SUCH bargains in such goods are rare guests even here.

BARGAIN. Mark the word; it's very seldom we use it.

THEY'RE here, they're gone; they're ours, they're yours.

GET your new hat off your mind—put it on your head.

THE best way to save money is to spend it judiciously.

THE entire store is one big bargain counter at this time.

WE sell a few things not for profit, but for shelf room.

DON'T think it over too long—good things don't linger here.

MAKE a judicious comparison and you will decide in our favor.

WE habitually strive to satisfy our severest critics—ourselves.

THE Chicago is not a cheap machine, but a good machine cheap.

NOR our ordinary carvers, but a special article at a special price.

SAY what you will, a black crepon is an aristocrat and always will be.

A CLEAN sweep of lazy lines that have not sold as quickly as they should.

THE price will not make you afraid to look your pocketbook in the face.

REMEMBER that prices are easy to quote, but it's quality that tells the tale.

THEY are made for all the world like Liberty Silk which costs three times as much.

WE can't feel satisfied with a sale unless you feel satisfied with the purchase.

OF course your size isn't here in every kind; but it's here in some kind and all kinds are good.

NOR the sort that fits in spots—loose in others—but underwear that will envelop your form comfortably.

IF you care to exchange \$7 of legal tender for \$12 worth of overcoat you now have the chance to do so.

HONEST, straight, legitimate prices—prices that are not up on one thing and down on another to make results balance.

SOME call them pantaloons, others call them pants, while many call them trousers. We call them cheap at these prices.

AFTER you get into one of our overcoats it'll not take you long to decide whether you want it for a companion or not.

BATH robes, dressing gowns and house coats that appeal to the senses, please the eye, satisfy the taste, soothe the touch.

IT is a delicate matter to comment upon the endeavors of competitors. We do so—not to disparage their efforts,

but to emphasize the power and scope of our own.

THEY are splendid value at a quarter in spite of the slight imperfections that make them "seconds" at the best factories. Thursday—19 cents.

USUALLY the first few days of a bargain offering take off the cream. But where the stuff is all cream there is plenty left for the late comers.

A LOOK through this stock will at once convince the most skeptical that the day is past when it was necessary to pay exorbitant prices to custom tailors.

THERE is a good deal of money in savings banks at three per cent that ought to be earning ten in real estate. My business is knowing where and how.

WE don't believe it wise to carry goods over from one season to another. The first loss is the best loss. That's why we are selling at reduced prices.

WE might as well attempt to write the history of the late war on the back of a shipping tag as to attempt a description of our overcoat stock in this little "ad."

EVERY day we are converting the "custom-made" man to our way of thinking. Every day we are increasing our success in the field of the merchant tailor.

WE are not much open to suggestions from manufacturers as to what our customers want, but are very much open to suggestions from customers themselves.

WE never ask a man to take something he doesn't want. If he leaves this store without buying he goes with the assurance that his call was appreciated.

A man is as old as he feels; A woman as old as she looks; A whiskey as old as it tastes.

Maryland Club



**Pure
Rye**

*Look for
this seal on
the label.*

**Tells you
its age**

when you taste it. It tastes old because it is old. Smoothness, flavor, ripeness, purity — every quality is there, but—be quite sure you're getting Maryland Club. A substitute may not taste old.

SOLD EVERYWHERE.

CAHN, BELT & CO., Baltimore, Md.

ONE OF A SERIES OF ATTRACTIVE WHISKY ADS GOTTEN OUT BY A BALTIMORE FIRM.

A GROCER'S LYRIC.

Frank Murphy, a grocer of Blandinsville, Ill., devotes eleven and one-half inches of double-column advertising space to the lines that follow:

A LEGEND OF SLEEPY EYE.

If any man, in this man's town
Thinks he's so mighty bright,
What makes him buy inferior goods
At prices out of sight?
What makes him send poor flour home
That merchants say to try
And say for bread
It's far ahead
Of Murphy's "Sleepy Eye"?

Next day there's trouble on the boards
When the bread has fallen flat;
Domestic bliss has flown the coop
And in its place a scrap.
"Don't bring me any more such stuff;
Don't look me in the face
And say you thought
That you had bought
That flour at Murphy's place.

"I want you, sir, to understand
If we continue one,
That this blamed foolishness must stop
Before the damage done
Can't be repaired and you and I
Together trot no more,
That you must buy
The 'Sleepy Eye'
They keep at Murphy's store.

"This stuff they're pouring into you
Is but the rawest fake;
But if good flour you'll bring to me
Then I your bread will bake
And peace again will bless our home,
Our children fat will grow,
We'll take the eggs
And 'yellow-legs'
And down to Murphy's go.

"Last year we banked a hundred—
Perhaps a little more—
And everything we bought to eat
Came from the corner store
Where produce is the same as cash
For everything you buy,
And Frank and Zell
Are pleased to sell
You Murphy's 'Sleepy Eye.'"

SAMPLE COPY CIRCULATIONS.

If you are merely seeking publicity you can afford to use a medium over and over again. Duplication of circulation does not matter. You want to hammer away at the same people week after week. That is the kind of advertising Sapolio and Royal Baking Powder and the bicycle people and others of that class do. But what I call real "advertising" is going after direct results—the advertising in which the advertiser attempts to get direct, immediate returns. This is the kind of advertising the mail-order people do. They either want to make cash sales or to get into correspondence with prospective customers. I maintain that for this kind of advertising a paper with a large sample copy list is a better medium than one that goes to the same people month after month and year after year. A well selected sample copy list enables the advertiser to talk every issue to a new lot of people, and increases his chances of doing business just that much.—E. C. Ellis, in *Agricultural Advertising*.

COMMERCE AND INDUSTRIES.

For some years commercial and industrial organizations have recognized the need of a department of the Government whose function would be described by the title, "Department of Commerce and Industries." The importance of such a department has been recognized by most of the great countries which are competitors of the United States for the markets of the world. The United States cannot afford to be behind other nations in organizing such a department. The functions of certain necessary bureaus of the proposed department are now fulfilled to a certain extent by bureaus which are either detached or which are distributed in different departments. The transfer of these and various other related bureaus to the department of commerce would greatly relieve other departments which are now over burdened, particularly the treasury and interior. The bill introduced by Senator Frye provides for the establishment of a department to be known as the department of commerce and industries, the head of which shall be a cabinet officer. It is proposed to vest in this all branches of public service relating to commerce, manufactures and other industries.—*Knute Nelson, in Independent*.

THE COUNTRY MERCHANT.

A country merchant can reach the people within the radius of his price influence by an intelligent, persistent use of the newspapers in his section. Few merchants who use newspaper space so as to obtain the maximum advantage from it have either the means or the necessity to go into the numerous schemes which come up from time to time.—*Pacific Coast Advertising*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

LOOK out for the advertising agent who seeks to put some other paper on your list in place of the DAY, New London, to cover its field. There's a nigger about somewhere.

MAINE.

ROYAL Baking Powder pays us same as Pinkham—Pinkham same as Royal Baking Powder. Other advertisers do the same. Isn't that the way to treat them—flat rate—all alike? Have our eye on two or three good ads not yet with us. We want 'em on same basis. COURIER-GAZETTE, Rockland, Me. (See Rowell's.)

ILLINOIS.

CONKEY'S HOME JOURNAL is just right for advertising articles that interest people in the smaller towns. Subscribers belong to American Musical Association, and own pianos and organs; 150,000 copies for April. Circulation growing; 50c. flat rate. Write for sample copy and particulars. W. B. CONKEY COMPANY, Chicago, Ill.

SOUTH CAROLINA.

THE EVENING POST, Charleston, S. C., is the only afternoon paper published in 100 miles of its office. It is the official advertising journal of Charleston, S. C.

CANADA.

CANADIAN ADVERTISING is best done by THE
E. DESBARATS ADVERTISING AGENCY,
Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling way. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1888, 25,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

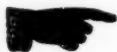
Business Ethics.

At the recent meeting of the American Newspaper Publishers, the JOLIET NEWS' representative read a list of advertisements refused as being improper for publication in reputable daily papers.

Among these were:

Whisky dealers or brewery houses
Weak men and pennyroyals.
Flash want ads—big salaries.
Book agent frauds.
Clairvoyants.
Female employment agents for bad houses.
Personals for improper purposes.
Trading stamp fakes and lotteries.
Fraudulent land, mining and financial schemes.
Traveling auction sales.

We thus protect our friend, the subscriber, in every possible way, believing it to be good business ethics.



IT PAYS

To
Advertise
In : : : :

The Church Progress

Because most of its readers prefer to trade with the merchants that patronize their Catholic journal.

ESTABLISHED 1878.

Circulation, . . . 32,000

For sample copy and rates apply to

J. P. STAMM, Fullerton Building, St. Louis.

I Complete the Whole Job.

I will write your booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to me, and I have yet to hear of one who was not thoroughly pleased. Or I will do any part of the work here mentioned. Write me about what you have in mind.

WM. JOHNSTON,
PRINTERS' INK PRESS,
10 Spruce St., New York.

An Ideal Local Daily, In An Ideal Section.

No newspaper anywhere offers its advertisers a better proposition. It covers its field thoroughly with 7,200 daily circulation, and its readers are of a class who have money to spend. Four times the circulation of any other Chester newspaper is what the

Chester Times

guarantees absolutely to its advertisers.

WALLACE & SPROUL, - - - Chester, Pa.

**The Lowest-priced Magazine Advertising in America.
Figure it out for yourself.**

NICKELL MAGAZINE

**The Only 5c. Illustrated Monthly
Magazine in the World.**

PAYS ADVERTISERS.

Here is what one advertiser says:

Publishers Nickell Magazine:

GENTLEMEN:—Please enter our order for another year at price quoted in your favor of Sept. 29, for space of one-fourth page. We prefer not to miss a single insertion, and you are authorized to use our old electrotype until the new design is delivered to you.

The Nickell Magazine has paid us much better than some of the magazines that make larger claims. Wishing you a large share of success, we remain,
OHIO ELECTRIC WORKS, Cleveland, Ohio.

—and "there are others."

The

NICKELL MAGAZINE

Advertising Rates are very low—30 cents an agate line and \$50 a page, with 5, 10 and 20 per cent discount on 3, 6 and 12 months' orders. Circulation claims guaranteed by a \$1,000 forfeit. Circulation statement, rate cards and sample copies can be had of all reputable advertising agencies or the publishers,

THE POTTER-KENDALL CO., Boston, Mass.



The Pawtucket Evening Tribune

Is one of the leading daily papers of Rhode Island. Its circulation shows a steady growth. The TRIBUNE is a popular paper, and was never more so with its patrons than at present. It has a distinct field of its own in a big territory. By the use of its advertising columns, your announcement can be placed before many of the people of Rhode Island, Massachusetts, etc. *Write for rates.*

If you use the columns of the TRIBUNE, your ad will be in good company. The largest and most discriminating local advertisers, as well as the smaller ones, constantly use our columns, because it pays them to do so. We also carry the leading general advertisers of the country.

THE TRIBUNE PUBLISHING CO., Pawtucket, R. I.

The Evening Journal of Jersey City, N. J.

goes into over THIRTEEN THOUSAND FAMILIES in Jersey City, and is a guest in over eighty per cent of the English-speaking households in the city.

Average Daily Circulation
in 1899

14,486

A NEWSPAPER WITH A VALUE

is one advertisers should patronize. THE

BUFFALO REVIEW

is INDISPENSABLE to most of its readers and is valuable to all. It alone contains information which is necessary to thousands of its subscribers. It is read and kept on file.

Guaranteed Circulation, 10,500.

Eastern Agency :

W. E. SCOTT,
150 Nassau St., New York.

THE BUFFALO REVIEW CO.

BUFFALO, N. Y.

Montgomery, Ala., 40,000

(CITY AND SUBURBS.)

The Journal

Only
Afternoon
Paper

Latest Information

CONCERNING NEWSPAPER CIRCULATIONS.

INVALUABLE for advertisers. AMERICAN NEWSPAPER DIRECTORY. Published March 1, 1900. 32d year; 1st quarterly issue; 1424 pages. Price five dollars. Delivered, carriage paid, on receipt of price. GEO. P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

CIRCULATION
That is
CIRCULATION.

Sample copies and papers sent year after year to a list of names who have once been subscribers, whether since paid or not, is by some publishers called circulation.

Farm-Poultry claims that circulation means only those copies which are bought and paid for by the year or from newsdealers each issue. Such bona fide circulation

is all you are asked to pay for when you advertise in **Farm-Poultry**.

The character of the paper is high; its influence among its readers is large, because it contains the helpful matter which they need.

Farm = Poultry

Goes into families; is read extensively by women. Therefore all advertisements that appeal to family wants can be profitably placed in it.

It is published semi-monthly. Forms close the fifth and twentieth of each month. Sample copy and rate card sent on application to

I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.

ADVERTISERS IN FARM-POULTRY GET RESULTS.

How much dead wood is there in your list?

Are you using some worthless or nearly worthless space?

Are you paying the right price for the good space?

For \$25.00 to \$250.00 (according to the length of your list) I will tell you whether or not you are paying for dead wood--whether or not you are paying the right prices.

I'll tell you the real net.

Your communications will be confidential, of course.

Charles Austin Bates,

Vanderbilt Building, New York.

Chicago: Marquette Building.
Detroit: Majestic Building.
Buffalo: 176 Prospect Ave.
Boston: 186 Devonshire St.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

The difficulty of covering any one given section of the country is one that confronts many advertisers.

It has been suggested that magazines like the *Ladies' Home Journal* and *Munsey's*, with enormous circulations, should divide their issues and have a New England edition, a Middle States edition, Western edition and Southern edition.

This might be advantageous to some advertisers, but there is already a method whereby magazine advertisers, if they choose, may confine their efforts to one distinct section.

Almost all large Sunday newspapers now publish what they call a magazine supplement or magazine section. The matter in this part of the paper is perhaps of not quite so high a grade—is perhaps more sensational than that published in the monthly magazines—but, after all, it is along the same lines and is probably read by a great many of the same people.

To bring out my thought more clearly, let us take the nine States—New York, Pennsylvania, New Jersey, Massachusetts, Maine, Connecticut, Rhode Island, Vermont and New Hampshire. These nine States made a very compact geographical section—one that is easily covered by traveling men—and in which there is a large number of very excellent Sunday newspapers.

There is in these States an estimated population of a little over seventeen millions. It is generally accepted that there is an average of five individuals in each family, so that in the nine States

mentioned there are probably about three million four hundred thousand families.

The Sunday papers of largest circulation in their respective cities in this territory are the *Boston Globe*, with 270,000, *New York Journal*, with 500,000, *Philadelphia Inquirer*, with 163,235, *Buffalo Express*, with 65,000 and the *Pittsburg Dispatch*, with 65,000, making a total of one million, sixty-three thousand, two hundred and thirty-five.

It is safe to say that very few people buy two copies of one paper, and there is practically no duplication in the circulation of these five papers. Therefore, we may argue that the combined issues of these papers reach eleven hundred, sixty-three thousand, two hundred and thirty-five homes, or one in every three in the nine States under consideration.

Some of these papers, of course, have circulation outside of this territory, but it is safe to presume that it is not any large proportion of the whole.

To run an advertisement of two hundred lines, or say seven inches double column—nearly the size of a magazine page—in the Sunday issues of these five papers for one year would cost, approximately, ten thousand dollars, with the additional expense of the advertising agent's charges, the preparation of copy, electrotypes, etc., perhaps bringing the entire total to something like twelve thousand dollars.

Such a campaign of advertising, if properly followed up with good business management, ought to bring certain and satisfactory results to the owner of any desirable product.

Just consider that for an expenditure of one thousand dollars a month the advertiser's story can

be placed before about one-twelfth of the entire population of the United States!

It certainly looks like a bargain.

It certainly would seem that the maker of a desirable article, who could by any ordinary effort take a thousand dollars a month out of his business for one year, would be shortsighted indeed if he did not invest in this publicity which, in the end, would prove to be his most valuable asset.

There is something in the proposition for every advertiser to study and for every business man to take into serious consideration.

Of course there is much room for a wide difference of opinion as to the exact papers to be chosen in the territory. I have taken simply those which I believe have the largest circulations irrespective of quality. I am not prepared to say that if I were going to spend twelve thousand dollars in this territory within one year I would select the publications I have mentioned, or that I would distribute the money in exactly the way I have indicated.

In Boston there would of course be the *Herald* to consider, and probably other papers also. In New York, certainly the *World* and the *Herald* would have to be thought of. In Philadelphia there are so many good papers that it is hard to choose.

There are worthy papers in smaller cities between Boston and New York certainly the *World* and Buffalo and between Philadelphia and Pittsburg. These should be taken up for special reasons or if the advertiser is prepared to spend more money.

By filling in the few gaps with good publications it would be possible, at an expenditure of perhaps twenty-five thousand dollars a year, to reach practically every reading inhabitant of the nine States I have mentioned.

Is there any other way in which it could be done so cheaply?

* * *

Mr. Edward F. Smith, of Trenton, N. J., makes things to drink.

He uses an envelope for his correspondence which is pretty good. Across the top is this legend: "Return in five days to Edward

F. Smith, Trenton, N. J., who bottles the finest beverages on earth."

Over the postage stamp are the words, "This stamp insures delivery" and under it the words, "See other side."

When you turn the envelope over you find Mr. Smith's trademark and the words, "This stamp insures excellence."

Arranged so as to be directly underneath the address is set in three lines the information that "Up to the time this was mailed to you no one had produced the equal of Smith's beverages."

None of this matter is obtrusive or garish. It is neatly printed in small but clear type and makes quite an attractive appearance.

Mr. Smith advertises in the programme of the Tailor Opera House. His ad appears directly under and in connection with the list of coming attractions and reads as follows:

Any night the Mellow-Dram-o' "Rare Old Wines and Brandies" with Edward F. Smith in the leading part, preceded by the one-act curtain-raiser entitled, "Telephone 111." Scene laid at Stockton and Hanover streets, this city.

* * *

Just before the holidays William A. Bean, a Buffalo clothing manufacturer, sent out a large card in the form of a menu. Here is his bill of fare:

SOUP.—And all other forms of moisture are successfully resisted by our Waterproof Winter Coats. These coats cost from \$18.00 to \$24.00, and all have the "Crown" shoulder-seam improvement.

FISH.—Some incredulous persons are inclined to put down as a "fish-story" our statement that we are selling \$24.00 pants for \$18.00. You don't have to take our word for it—write for samples and see for yourself. We are anxious that our lucky purchase of Wilson's Woolens should be your gain.

ROASTS.—We have a large list of well-roasted competitors. They are roasted with the following dressings: Best Black-hide Shirts, double front and back, \$4.25; "Uwearer" Double-front Overall, \$4.75; Corduroy Knee Pants, \$4.50;

Double-breasted Everett Coat (Corduroy Collar), \$6.00.

VEGETABLES.—Some choice varieties of beans appear in the lithographic design on our new "Bean Brand" size-tickets. These new tickets are very artistic, and give a neat appearance to all our specialties.

PUDDING.—It is a regular plum-pudding to sell our specialties. Some of the largest plums are these: Best Mackinaw Coats, \$30.00; High-grade Kersey Pants, \$15.00; Wool Hair-line Pants, \$18.00. Our terms on all leaders are strictly net.

NUTS.—A hard nut for us to crack is this: Why will any sensible merchant buy from a jobber or "cheap-John" manufacturer, and get ill-shaped goods, cut from shoddy materials, and thrown together by inexperienced operators, when he could do more business and make more money by selling the reliable "Bean Brand"?

This is better than the average effort to be original and humorous.

Advertising matter of this kind is sure to be read, but unfortunately it is very rarely worth reading.

Mr. Bean did not make the mistake of trying to be too funny and stuck closely to business through his menu.

As a usual thing the advertiser who tries to be humorous gets so wrapped up in the humor of the job that he forgets all about business.

* * *

Mr. J. T. Meere, a printer of Le Compte, La., sends a circular printed on mourning stationery announcing the death of high prices.

Two things are prominently displayed. One is the word "died" and the other the name of Mr. Meere.

The natural inference is that he is dead, but according to his story he is very much alive.

He calls himself the Drummer Man and says that every subscriber to the Drummer gets an aluminum card case.

He doesn't take the trouble to tell what the Drummer is, evidently assuming that everybody is perfectly familiar with it.

He is also careless enough to spell buried with two r's.

The printer who is either too ignorant or too careless to spell simple little words properly had better get somebody else to print his advertising matter for him.

Defects of this character will keep people away from a printer.

A printer's work is his advertising and if the work is poor nothing he can say will convince people that they ought to patronize him.

The printer who gets business is the one who sees that every piece of his own advertising matter comes just as near perfect printing as it is possible to come.

* * *

The O. & O. Tea Company, 31 Burling slip, New York, make this sort of a talk to the trade:

"Are you using the Ko Teas to stimulate your general business as well as your Tea trade?"

"These Teas will draw trade to your store that you do not now have, at the same time showing you a liberal profit.

"This company has unequaled facilities for obtaining the best and purest Teas produced, and we are giving our customers the benefit of this, as also of the knowledge and experience of the best Tea experts in the country.

"No trouble giving your customers the same; we see to that.

"No trouble matching your Teas; we do that for you.

"No trouble weighing out; the Teas are already packed and ready for delivery, and you save time, paper and twine.

"No large stock; we carry the stock and ship you as you want the goods.

"Did you ever have a more reasonable proposition?"

This is talk of the right sort so far as it goes. You cannot make too many arguments of this character or make them too often.

But the O. & O. Tea Company make the mistake of printing this matter on a little flimsy sheet of paper about six inches long and two or three inches wide. It is

just as cheap as it can be and just as attractive as it can be.

If the O. & O. Tea people had spent a few dollars in getting this up in the form of an attractive card or folder, neatly printed in colors and properly illustrated, they would have had something really worth having.

If you have good arguments to offer it pays to offer them in the best possible way.

* * *

Mr. H. H. Tunis, manager of the publicity department of the Electus Shoe Company, of Baltimore, sends a newspaper advertisement and professes anxiety to learn what it is all about.

The ad is a long, double-column one, headed by a picture of a girl holding what might be a cigar holder in her mouth.

The R. T. Booth Company of Ithaca is responsible for it and it is composed to advertise Hyomei.

If Mr. Tunis had been patient and had had plenty of time on his hands he could have found this out without bothering me, for away down about the bottom of the ad Hyomei is incidentally mentioned, and the inference is clear that all that has gone before relates to that remedy.

The trouble with most people is that they are so busy and so impatient that they want an advertisement to speak right out and tell what it is about without any missing word puzzle business.

The trouble with most advertisements is that you have to get a search warrant before you can find out what the advertiser has to sell you.

In every advertisement the name of the article advertised ought, in some way or other, to stick out so that nobody can miss it.

If the advertiser depends upon human curiosity he is going to lose a lot of business.

One of the best headlines in the world is the name of the article you have to sell.

Still, advertisers use up gray matter and tear their hair out trying to invent cute and catchy headlines which mean absolutely nothing.

Some time ago I received the following interesting letter:

AKRON, O.

The inclosed ad was suggested to me by the circumstance it describes. The ad was inserted in *Akron Sunday World*, Aug. 28, and brought me the following results:

Printed 1,000 season tickets, valued at \$5 each, \$5,000.

Printed 1,000 meal tickets, valued at \$3.50 each, \$3,500.

Printed 500 meal tickets, valued at \$3.50 each, \$1,750.

Printed 500 meal tickets, valued at \$1.00 each, \$500.

Printed 500 gate tickets, valued at 25 cents each, \$125.

Printed 500 gate tickets, valued at 15 cents each, \$75.

Printed 25,000 milk tickets at 2 1/2 cents each, \$625.

Printed 500 other tickets at 25 cents each, \$125.

These eight orders aggregated over \$20, and I think several other orders from new customers came from the insertion of this ad.

The value of these tickets to their owners is \$11,250. Not a kick has been received up to 11:30 to night. What do you think of the ad?

Yours truly, Geo. C. JACKSON.

And this is the ad:

SAFETY TICKET PRINTING

Once on a time a gentleman ordered ten thousand admission tickets from a printing firm not a thousand miles from Akron. Before being sold these tickets were counted carefully by the ticket sellers—as they represented just \$2,500. When the show was over the cashier was charged with \$22.75 which he could not account for. Upon another count of the tickets in the gatekeeper's hands there were found to be nearly a hundred tickets more than they had received from the printers. In short the managers of the event were cheated out of just \$22.75 by dishonest workmen in the employ of the company that printed the tickets.

DON'T GO OUT OF TOWN

to get tickets printed. My system of printing tickets without loss to the customer is not excelled by any printer on earth. Personal supervision of the entire work by the proprietor himself is done at this office.

Give me your next order, large or small. I will guarantee satisfaction. In other words, I will pay cash value for any tickets presented which were not sold by authorized persons.

All kinds of job printing.

GEO. C. JACKSON.

Safety Ticket Printer, 105 Main St. Everett Bldg. Tel. 241.

This brings out a new point not often dwelt upon by printers. The experience of Mr. Jackson proves that it is an important and necessary one. It makes a first-rate ad and it is a first-rate idea. Mr. Jackson ingeniously shows that there is always something new to be said about an old story. I never

remember seeing this point brought out in printers' advertising, and yet it is a point that well could be.

Naturally one would suppose that any careful business man would count any order for tickets, especially when these tickets presented an appreciable face value, but on the other hand it is a good thing for Mr. Jackson to point out that the tickets he prints are carefully counted, and the correct number delivered in every case. Mr. Jackson is also able to credit to his cash account the orders he has received from it, although this is not, probably, the real measure of the good the ad has done him.

It is surprising how long a good ad will linger in the minds of possible customers. Sometimes it is a year or more before a customer comes in, and all that time he has retained some impression of that printing house, which has predisposed him in its favor. The first time he does some printing he goes to the house he has seen advertised that way. There is no knowing when all the returns from a given ad are in.

* * *

Mr. J. M. Campbell, of Omaha, advertising manager of the Burlington Route, sends a batch of newspaper advertisements which are distinctly good.

They are well displayed and unlike most railroad advertising, these ads do not deal in generalities.

Each ad brings out some particular and interesting point in regard to the Burlington Route, its equipment, its service, and so on.

Here are two fair examples:

GOOD NAME—GOOD TRAIN.

A year ago last February when we placed a new Chicago-Denver train in service, we christened it "The Chicago Special." The name fits it perfectly. In the first place it is a Chicago train. Then again, it is a special train. The running time is special—1,046 miles in less than 28½ hours. The equipment is special—sleeping, library, dining and chair cars. The service is special—as good as any in the world.

Leave Denver on this superb train at 2.50 this afternoon, and to-morrow morning you are in Omaha or St. Joseph, to-morrow evening in Chicago or St. Louis. Tickets at offices of connecting lines.

Denver Office, 1039 Seventeenth St.
G. W. VALLERY, Genl. Agt.

A SMOKING CAR WITH A COLLEGE EDUCATION.

This is what Elbert Hubbard says in the December *Philistine*: "There were nine palace sleeping cars, two dining cars and a composite car, the property of the C. R. & Q. This latter was a new feature to me. It appeared like a smoking car with a college education. It is arranged with seats similar to a Paris cafe, all done in finest mahogany, severely simple, but very rich. There is a buffet arrangement at one end and a bouffe arrangement at the other. The buffet end revealed a colored man in white apron and cap who supplies coffee, sandwiches, etc."

The Chicago Special, leaving Denver at 2.50 p. m. for Omaha, Chicago and St. Louis, carries a composite car. Sleeping, dining and chair cars, too.

Another splendid train for the East is the Vestibuled Flyer, leaving at 10.30 p. m. Tickets at offices of connecting lines.

Denver Office, 1039 Seventeenth St.
G. W. VALLERY, Genl. Agt.

This is real, genuine advertising.

Most of the railroad advertising that appears in the newspapers consists merely of the old familiar time table.

Of course the time table is a very good and useful thing and we couldn't very well get along without it.

At the same time there is no reason why a railroad should not give us some facts as to why we should patronize it in preference to competing lines.

Each railroad has some reasons for existence. There are some reasons why we should travel in its cars.

There seems to be no good reason why any railroad should keep these reasons to itself.

PROMPTNESS

WINS!

OFFICE OF

Chatham Citizen.

PITTSBORO, N. C., March 8, 1900.

PRINTERS INK JONSON, New York, N. Y.

Sir.—I inclose money order, for which please send me good "news" ink suitable for a country weekly newspaper.

Send at once, please. When I ordered ink of you before, the ink was here just fifty-five hours after the order left here. The quickest business ever I knew. Thanks for same.

Truly,

R. B. LINEBERRY.

I make it a point to ship all orders on the day I receive them unless the inks are of special manufacture. When any unusual delays occur I immediately notify the customers, and if I make a promise to ship on a certain date I keep my promise, even if the factory runs days, nights and Sundays. The printers who buy from me can almost tell the hour their inks will arrive, barring accidents, and this system has been the mainstay of my success. I was an unknown printer when I started in the ink trade, and my demanding cash in advance made my progress more difficult, but I seldom, if ever, lose a customer unless my competitors cut my prices and give credit. We are not all blessed with an over-abundance of cash, and an extension of thirty or sixty days on the payment of a bill of goods makes quite a difference, even if the quality is not up to my standard. From January 2d to March 28th this year I received 2,918 orders, and I defy any ink house in the world to equal this record, not forgetting that I have no salesmen and ship no goods without the money. Send for my price list.

ADDRESS

PRINTERS INK JONSON,

13 Spruce St.,

New York.

The Street Cars

IN WHICH WE CONTROL THE
Advertising Privileges
ARE WELL PATRONIZED BY THE PUBLIC.



Your announcement : :
never lacks an audience,
from the moment the cars
depart upon their first trip
in the morning until they
return to their quarters at
night.

Facts and figures for
the asking.



GEO. KISSAM & CO.,
253 BROADWAY, N. Y.
13 Branch Offices.



THE Borough of Brooklyn in Greater New York has a population of 1,300,000. To intelligently reach the eye of 135,000 daily passengers, your card should be in the . .

Brooklyn 'L'



The size of spaces, 16 by 24 and 16 by 48 inches, gives you a chance to exploit your business intelligently and profitably, and at an expense of less than \$4.00 per day (for a single space) in the 298 cars of this system.

GEO. KISSAM & CO.,
253 BROADWAY, N. Y.